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ABSTRACT

This study was undertaken to ascertain the need for and determine the feasibility of extending KIDS-4, a non-profit, non-commercial children's cable television project, from its base in Sun Prairie, Wisconsin, to other communities in Dane County. The programming and production for this project, which was started in 1977, are entirely conceived, developed, and implemented by local school children ranging in age from 9 to 14 years. Two community surveys--one to ascertain the attitudes of parents to children and television, and the other to determine the viewing patterns and favorite television shows of school children--were commissioned, as well as a technical survey to examine the feasibility and cost effectiveness of physical interconnection of the systems throughout the county. In addition, personal in-depth interviews were conducted with business persons, community leaders, elected officials, and educators to assess their awareness, interest, potential support, and the political climate in which the expanded children's channel would develop. Results of the study showed that the projected expansion would be both desirable and feasibile, and welcomed by Dane County communities. Appendices include a statement of the rationale for the program; reports on each of the surveys; a description of an international live satellite interconnect demonstration which linked children in interactive participatory television; descriptions of KIDS-4 which have appeared in several publications; and a packet of project administrative materials. (LMM)

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# EXPANDING THE REACH OF THE SUN PRAIRIE CABLE CHILDREN'S CHANNEL:

## A Study to Determine the Feasibility of Extending the Existing "KIDS-4" into a County-wide Facility

**The study reported herein was performed pursuant to a grant with the National Telecommunications and Information Administration, D.O.C. Grantees are encouraged to express their judgment in the conduct of the project. Therefore, points of view, findings or opinions stated do not necessarily represent official Public Telecommunications Facilities Program position or policy and the manuscript has not been subjected to regular editorial review given Department of Commerce staff publications.**

American Council for Better Broadcasts
Madison, Wisconsin

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# I. SUMMARY OF CONCLUSIONS REACHED

1. There is a need for a special television service for children which will allow participation in production as well as interaction with other people who produce programs. This need is perceived throughout Dane County. The existing KIDS-4 program is presently limited to Sun Prairie; its expansion would be welcomed by Dane County communities.

2. The study alone shows that Dane County citizens strongly support the expenditure of public funds for a county-wide project like KIDS-4. Many educators and politicians are highly supportive. Some politicians are unaware of the project and hesitate to give their unqualified support; their basic problem seems to be the commitment of dollars.

3. Production facilities should be provided so that Dane County children can have the opportunity to explore creative communications with their peers and to develop into media-wise consumers. Provision of an adequate staff is essential.

4. It is physically possible to interconnect the existing cable services in Dane County. There is some question, however, if that would be the most cost-efficient way to make the KIDS-4 experience available to more children in Dane County. We believe a better alternative is stated in conclusion number five.

5. This alternative calls for a creative approach: we recommend that a cooperative or consortium be formed; that an Appalachian Community Satellite Network (ACSN) - type of delivery system be created especially for programming chosen and created by children; that existing facilities be more fully explored for possible use by children.

## II. RATIONALE FOR THE STUDY

HISTORY

On February 17, 1976 the City Council of Sun Prairie, Wisconsin, approved a Cable Television Enabling Ordinance with a unique mandate. The ordinance stated that any cable system built in Sun Prairie must include a channel dedicated to programming for, and possibly by, children.

In August of 1977 Viking Media Corporation was awarded the cable television franchise for the City of Sun Prairie, making Sun Prairie's Children's Channel the only non-commerical, non-profit franchised children's channel in the United States.

Viking Media began installing cable and connecting homes in January, 1978. There are currently 1852 homes connected, representing a potential viewing audience of approximately 5500.

THE KIDS-4 CONCEPT*

The concept of a television channel reserved exclusively for children was conceived as a form of television that would provide children with an opportunity for active participation as opposed to passive viewing. An indirect benefit of this approach would also be the de-mystification of this medium and the resulting development of media literate youth.

Young people between the ages of nine and 14 from the community of Sun Prairie form the programming and production staff of KIDS-4. They have the opportunity of becoming writers, producers, audio operators, camera personnel, graphic artists, talent, and programmers. The children presently receive training from a group of adults although the aim is that these children will train future KIDS-4 participants. That is beginning to happen. Minimal adult influence is sought and productions are done almost entirely by the kids.

* Appendix #1: KIDS-4 Rationale

The kids in the project, through an intricate series of interaction sessions, design, develop and implement the programs they want to put on the channel. The end result of these sessions is then scrutinized by the programming committee, also made up of kids. Then the decision is made whether or not programs should be put on the schedule, and if so, when.

KIDS-4 is an exciting and innovative project which puts at least some of the children in control of production and teaches others to become literate consumers of the media. It ought to be encouraged. The experience of the past several years has shown that participation in KIDS-4 teaches cooperation in a group setting, critical and objective thinking, concentration, organization of thoughts, and self discipline. It also encourages confidence, knowledge of physics, art forms, composition, color coordination, patience, problem solving, and how to meet deadlines. We feel that the need is great and that the potential impact on children of the next decade is exciting. We feel that those currently involved in KIDS-4 are helping children grow into media literate adults.

BENEFITS OF KIDS-4:

- provides a direct community service by challenging children, educators, and citizens to relate to each other in new ways to develop positive and creative uses of the children's channel;
- provides a safe, non-violent, and entertaining alternative to the current available television programming;
- increases the number and diversity of television programs available to Sun Prairie children;
- encourages children and other citizens to produce their own local program;
- expands children's creativity and self worth and helps them become more media conscious by teaching them how to make their own television programs.
- provides an experimental model and source of advice to other communities who wish to set up children's channels.

PURPOSE OF THIS STUDY

Since the beginning there has been a great deal of interest in the development of KIDS-4. Visitors have come from United States communities and from several foreign countries to discover for themselves the concept of an exclusive children's channel. Among them have been educators, cable company representatives and city officials who have come to visit and to gain information.

And here in Dane County children and parents in areas surrounding the City of Sun Prairie have expressed an insistent desire to participate both actively, in production, or passively, by watching the programs on television. It became evident that a possible expansion of the facility and the entire project could greatly benefit the young people of the area.

The present study was therefore undertaken to study the needs of children in the area, ascertain if and how those needs could be met with an alternative television programming service, research and technical and political aspects of interconnecting the various cable television systems in the area, design a studio facility, and examine the financial requirements of setting up an interconnected children's channel. The ultimate purpose was to determine the feasibility and possible implementation of expansion and extension of the KIDS-4 project throughout the Dane County area.

## III. RESEARCH

The research for this study was designed to ascertain the need for and the feasibility of expanding the experimental KIDS-4 Sun Prairie Children's Channel to a county-wide project.

Two community ascertainment surveys were commissioned. One explored the attitudes of parents in Dane County to children and television.* The other surveyed children in nine elementary and middle schools in Dane County to provide a sampling of their television habits. These two surveys were contracted out to the Midwest Survey Research Institute after due process following OEO guidelines. This process involved the development, circulation and publication of a Request For Proposal. A special effort was made to attract minority and female contractors. (The Midwest Survey Research Institute was directed by Ms. Dawn Wood.)

A technical survey was commissioned from Steven Vedro, New Technologies Planner, WHA-TV, University of Wisconsin, to examine the feasibility and cost effectiveness of physical interconnection of the systems throughout Dane County.

In addition, personal in-depth interviews were conducted with business persons, community leaders, elected officials, and educators to assess their awareness, interest, potential support, and the political climate in which the development of an expanded children's channel would take place. Advice was also sought through a number of personal contacts made by project director Nancy McMahon.

*Appendix #2: Combined Report of Midwest Survey Research Institute

**SURVEYS**

PARENTS: SURVEY OF ATTITUDE OF DANE COUNTY PARENTS TOWARD KIDS-4

The Midwest Survey Research Institute designed a specific survey instrument to measure the attitudes of Dane County parents toward KIDS-4. The institute carried out the survey by means of telephone interviews during the months of February and March, 1981.

Methodology of Parents Survey

The telephone interviews were conducted using a random sample of Dane County parents who had children 18 years of age or younger. In households with two parents the appropriate respondent was selected. Telephone numbers were generated by a random numbers computer program. Every household in Dane County with a telephone had an approximately equal probability of selection. This technique allowed for households with unlisted numbers and individuals who have recently moved to be included in the study. The response obtained through this random calling method was fairly high with a 72% completion rate. A total of 357 completed interviews was obtained. It should be noted that this figure reflects a deliberate oversampling of the Sun Prairie community in order to gather enough evidence to make statistically meaningful statements about the attitudes of the people in that area. When adjustments were made for the disproportionate number of people in the Sun Prairie sample the weighted number for the Dane County sample was 310.

Responses to the Parents Survey

Dane County parents believe that their television set is on an average of 12.3 hours each weekend, and 5.8 hours each weekday. (The actual number of hours the set is on may be higher because people tend to underestimate the number of hours they watch television.)

When asked to grade the overall quality of television programming, most respondents gave it a "C". However, it is important to note that almost a third of the people gave it a grade of "D" or "F". On the other hand, the quality of children's television programming is perceived to be a bit better than adult programming--most parents gave it a grade of "B" or "C" and 13% of the parents gave it an "A". Yet, in spite of the foregoing statement, it is important to note that almost a fourth of the parents were dissatisfied enough with children's programming that they graded it "D" or "F". (It is difficult to determine if the viewing preferences of the Dane County sample are like preferences of the rest of the nation because the measures of this survey differed from those used by the Nielsen Company. However, one can note that the shows most people are likely to claim as their favorites, e.g. M*A*S*H and Dallas, are currently near the top of the Nielsen Television Index.)

When asked what they think are their children's favorite television shows, 34% mentioned Sesame Street, 21% The Dukes of Hazzard, and 13% specified cartoons.

At the time of the survey only 16% of the Dane County Parents, but 44% of the Sun Prairie parents, were aware of KIDS-4. When the KIDS-4 idea was explained 75% indicated that they would be "very interested" or "somewhat interested" if the service were to be made available to their children (the figure rose to 88% among Sun Prairie parents).

Willingness to Pay for a Children's Channel

Willingness to pay for Children's Channel service was indicated by:

Over one third of the residents claimed they would be "very likely" to subscribe to a service like KIDS-4 if it cost $1.00 a month, and 35% said that they would be "somewhat likely" to do so.

Among those who do not currently have access to Cable, either by choice or by their location, a sizeable number claimed that the availability of a KIDS-4 program would make a significant difference in their decision to subscribe to Cable.

It is interesting to note that, at a time when people are increasingly reluctant to allow governmental funding of services, 67% of the parents sampled were in favor of some public funding for KIDS-4. Strongest support for public funding came from females, parents with more than one child, people with particular educational levels, individuals from families earning less than $20,000, and people who already subscribe to Cable television.

Comparison with an Earlier, More Limited Survey

The interest of parents in new programming for children and their willingness to invest in it, as reported in the Parent Survey conducted for ACBB by the Midwest Survey Research Institute, was in agreement with an earlier study commissioned by the Madison Cable Regulatory Board and Complete Channel TV in September, 1980.*

*Appendix #3: abridged version of Bechtolt and Vedro report

CHILDREN: SURVEY OF DANE COUNTY SCHOOL-AGED CHILDREN

The survey of school-aged children was undertaken to assess the television habits and preferences of children in the primary and middle schools throughout Dane County. In the Sun Prairie area, an additional purpose was to assess the children's awareness of and attitudes toward KIDS-4.

Methodology of Children's Survey

The survey was carried out by means of a questionnaire administered in person by the research team to 1,018 school children in grades three, five, six, and eight in several Dane County schools.

Requests for participation were sent to all public school districts except Madison, and to a random sample of ten religious schools. Copies of the questionnaire were sent along with a letter to school administrators asking their cooperation. The first nine schools which agreed to participate were chosen to be included in the sample. In the smaller schools all children present on the day the questionnaires were administered were interviewed. In the larger schools approximately 50 students at each grade level completed the questionnaire. Because the sample is not a random one and therefore not necessarily representative of Dane County schools or of students within particular schools, extreme caution must be exercised in generalizing the findings.

Children's Responses to the Questionnaire

Like their adult counterparts, the children who participated in the survey admitted to watching a lot of television. The average was 28 hours each week. Even on school nights children admitted to watching an average of 3.7 hours.

The majority (58%) reported that their parents watch with them "some of the time". Only 14% of the children claimed that their parents hardly ever watched with them.

According to the children in this sample the decision as to what they watch is often a decision in which all members of the family partake. (Similar results were indicated in the study of parents.) Fifty-one percent claimed that the whole family usually decides together which shows to watch; 14% said that their parents decide; and 9% indicated that their brothers and sisters usually decide. Only 26% of the children said that they usually make the decision alone.

When asked what their three favorite television shows were, 43% chose the Dukes of Hazzard, 17% chose BJ and the Bear, 14% chose M*A*S*H, 14% chose Different Strokes, and 12% chose the Love Boat. The shows they liked least included: The Waltons, 24%; 20/20, 19%; General Hospital, 18%; All My Children, 17%; and the Tonight Show, 16%. With the purpose of testing some specific program choices, the children were asked whether or not they had watched Prom Night, a horror movie, and a Charlie Brown Special. Children in grades three and five were more likely to have watched the Charlie Brown Special and less likely to have seen Prom Night than students in grades six and eight. It should be noted, however, that almost a quarter of the third graders claimed to have watched some portion of Prom Night.

In order to find out what shows the students thought were unfit for children their age or younger, they were asked to name the shows, if any, they would forbid their children to watch if they were the parent. The shows most often mentioned included: Saturday Night Live, 14%; horror shows, 11%; Hart to Hart, 7%; All My Children, 7%; and HBO movies, 6%. It should be noted, however, that many children could only think of one or two shows that they would forbid, and 29% could not think of any shows they would forbid.

It is interesting to note that parents and children had different perceptions of children's favorite shows. Whereas the adults when asked about

their children's favorite shows named Sesame Street, Dukes of Hazzard, and cartoons, the children listed their favorite shows as Dukes of Hazzard, BJ and the Bear, M*A*S*H, Different Strokes and Love Boat.

Children in the Sun Prairie schools were asked an additional question for the purpose of discovering their familiarity with and their awareness of KIDS-4. Seventy-four percent replied that they were aware of KIDS-4.

SCHOOLS INCLUDED IN THE SAMPLE OF DANE COUNTY SCHOOL CHILDREN

| SCHOOLS | CITY |
|---|---|
| Sacred Hearts Grade School | Sun Prairie |
| Saint Michaels School | Dane |
| Edgewood Campus School | Madison |
| Western Koshkonong Lutheran School | Cottage Grove |
| Oregon Middle and Elementary School | Oregon |
| Sun Prairie Junior High | Sun Prairie |
| Westside Elementary School | Sun Prairie |
| Kegonsa Elementary School | Stoughton |
| Yahara Elementary School | Stoughton |

INTERVIEWS OF COMMUNITY LEADERS AND POLITICIANS IN DANE COUNTY

Twenty-nine community leaders and politicians in Dane County were contacted either in person by direct interview or by a personal letter to ascertain their attitude toward KIDS-4. The following four questions were asked:

1. Are you familiar with KIDS-4?
2. Are you in general in favor of, or opposed to, a television channel restricted to children's programming?
3. Do you perceive any benefits to be derived from a television channel not only devoted exclusively to children's programming but one in which the children themselves operate the programming functions?
4. KIDS-4, a non-profit organization, is currently supported by Viking Cable, the City of Sun Prairie, and private donations. Would you favor or oppose public funding for KIDS-4 or a similar children's television show?

INTERVIEWS:

In all cases the community leaders interviewed showed great interest in the KIDS-4 project. Highlights of their reactions are listed below:

The Mayor of Madison, Joel Skornicka, was unfamiliar with KIDS-4. After a brief explanation he seemed very interested in the concept. He indicated that he is in favor of this kind of channel because he sees a definite need to improve broadcasting for children and he thinks it might help. But he gave the impression that the Access Center was enough for Madison. He would favor public funding for such a project to some extent "appropriate to good public policy".

Glen Davison, superintendent of Sun Prairie public schools, is very familiar with KIDS-4. He strongly favors a television channel restricted to children's programming. He believes it's "an idea unique and creative--an

opportunity for kids who have talent both exposed and latent". He looks at it as an imaginative learning tool. He says that most television is now geared to adults and he looks to KIDS-4 as a unique tool for "kids-to-kids" kind of environment, an example of what we could and ought to do educationally. He stated that much of television is not productive but "the KIDS-4 approach is a very powerful tool". He very much favors public funding for KIDS-4.

Donald Hafeman, Madison Superintendent of Schools, expressed the following opinions: "The educational benefits for young people who participate actively in it (KIDS-4) are obvious to me. I think television is a medium that is extremely important in getting young people involved in all the technical requirements of the human effort that are necessary to put on a good production. Secondly, I think there is an interesting concept in terms of kids educating other kids. And thirdly, and probably most interesting, is the fact that kids could educate parents, at least those parents who would be willing to watch the productions". Mr. Hafeman was unwilling to offer an opinion regarding public funding without more supportive data than that which was available to him at the time of the interview.

Jonathon Barry, Dane County Executive, commented: "I would be very interested in seeing, first of all, in whether or not it had a tie-in with local community schools--if that's possible to effect--and whether or not we could assist, or had a tie-in, with Dane County Commission..... Create peer pressure in that area in the young people themselves (on those areas of abuse, alcohol and drug abuse, for example)...I think the opportunity for creativity has some real promise so far as I can understand." His response to the question of public funding..."from a County context (it) would be almost out of the question for the next few years."

Responses to the Letters

Responses to the letters which asked the same four questions asked in the interviews showed a general support of the KIDS-4 idea. Quotes from some are included here:

James Bradley, a member of the Sun Prairie School Board, said that he had never seen a program because he is a farmer and lives in an area that is not cabled. He was aware of KIDS-4, believes in the idea of a channel reserved for children's programming, and said, "Besides the obvious benefit of programming experience and giving young people something to do, it will make these children more conscious of good TV versus junk." He stated a preference for a combination of private and limited public funding and added the information, "As you may know, we do not have Cable in the Township of Sun Prairie. Hopefully we will in the future through a cooperative effort much like the REA or Rural Telephone Company back in the 30's."

The Mayor of Stoughton, Liniel H. Cooper, did not support the idea of an exclusive children's channel, and went on to state that "the use of monies for this purpose should be avoided." He did indicate however, that"Franchise revenues to the city might be used for this purpose as well as for other public service or public interest programs."

Edward A. LaFrombois, Town of Fitchburg Board Chairman, held very strong views concerning parental control, and negated the benefits of an exclusive children's channel, saying "To add extra time that a child would spend watching these programs would not necessarily be a benefit and could be a detriment." And he elaborated his parental authority stance further when he said, "If such a channel were to operate, the programming must be controlled by the parents of children that would be watching to help assure that values presented will reflect that of the parents and not those of others with hidden

agendas." He concluded with, "As an office holder and taxpayer I would not support public funding for such a project."

Conclusion

Based on the answers to the questions asked, both in interviews and in letters, as well as in many conversations with other community leaders and politicians, it seems fair to state that most of them held favorable impressions of the benefits of an exclusive children's channel. Educators seemed most highly supportive, while politicians, on the other hand, were least aware of the project, showing hesitancy in supporting it, and loath to commit tax dollars to it.

TECHNICAL SURVEY FOR FEASIBILITY OF THE INTERCONNECT

Since the ultimate objective of the KIDS-4 study was to ascertain the need and feasibility of expanded facilities for the KIDS-4 Children's Channel throughout Dane County, it was necessary to determine whether such a system was physically possible and practical in this area.

Thus a technical feasibility study was undertaken, to investigate the potential, the options, the technical problems and financial considerations involved in a county-wide interconnection.

Contractor and Experimental Approach

Finding a contractor with the appropriate technical expertise was facilitated when project director McMahon learned that a related study was about to be conducted for the University of Wisconsin Extension by Mr. Steven R. Vedro, New Technologies Planner, WHA-TV, the Madison Public Television station. Mr. Vedro's project related to the development and interpretation of ITFS and/or Low Power Television/Cable TV interconnection possibilities within

Dane County. ACBB contracted with Mr. Vedro to share the results of that study in order to avoid paying for duplicate research information within the same area.*

Mr. Vedro was asked to provide ACBB with the necessary technical data needed to determine what options were open to a possible interconnection and to make a comparative determination of their feasibility and cost effectiveness.

Questions to be answered by the technical study included: physical interconnection possibilities; cost of interconnect; equipment required; necessary permits; possible site locations; and suggested studio design. Would it be cheaper to string cable than to use Microwave or ITFS? How about Low Power UHF?

Some options considered, and observations, as discussed and recommended by Mr. Vedro and project director Nancy McMahon, in consultation with Mr. Don Borchert, chief engineer of WHA-TV:

1. Instructional Television Fixed Service (ITFS)

   A two-channel ITFS in which one channel is used exclusively by WHA and one channel might be used by a cooperative or occasional users. This could involve a mobile Microwave to be used primarily by cable. From the point of view of the cable company which holds the franchise in Sun Prairie, US Cable of Viking, ITFS was considered undesirable, though technically possible, because logs are required and the cable company had no desire to deal with that. In order to access a Madison-based ITFS system, KIDS-4 would have to FM

*Appendix #4: Vedro Report

Microwave its signal back to the WHA tower. Microwave systems are in the $15,-22,000 range for this application (dependent on frequencies available). Should a Madison interconnect emerge, tape bicycling should not be ignored as the most cost efficient means of delivering non-live programming.

Comments on ITFS

In his inquiry in behalf of the University of Wisconsin Extension, Mr. Vedro concluded that while ITFS would put an acceptable signal over an area from Middleton to the west, and Sun Prairie, Cottage Grove and Stoughton to the east, almost all that coverage area is already wired for cable and thus an ITFS system might be duplicative. On the other hand, there might be a major advantage in that an ITFS system does provide four channels. Cable companies are unlikely to offer UW Extension/UW Madison more than one channel.

2. Low Power UHF

The possibility of serving the needs of children via television by the use of low power UHF was investigated and it was determined that at that particular moment in history there were too many unanswered questions regarding the future of low power UHF:

Although LPTV from Sun Prairie is a possible option, it will not provide a grade A signal over Madison (even at 1000 Watts). The grade A at 1 KW would cover the east side and Monona, grade B would add the isthmus and near westside, McFarland and Shorewood Hills. Given their willingness to erect high-gain receive antenna, both Complete Channel TV of Madison and Viking would pick up a usable LPTV signal outside the grade B level. However, cost for a 1 KW system is at least $100,000, assuming a high tower is located. It

would be necessary to run 300-600 feet of transmission line to the Sun Prairie antenna. The 100 WT transmitter package would bring costs down to $60-70,000 minimum, but its grade B would be equal to the one KW's grade A. Its primary value would be in reaching the Viking and CCTV head-ends if they want to carry the KIDS-4 station.

KIDS-4 might do best by placing its programs on one of the other LPTV stations applying for Madison licensing.

Low Power Television is also an option for the delivery of programming for the University of Wisconsin, but compared to CATV and ITFS it is the most expensive. The coverage area is about the same as for an ITFS service. Receiver costs are 10 to 20 percent of that required for ITFS antenna and down converters and UHF-TV is much less affected by line of sight problems. However, transmitter costs are in the $140,0000 range. Since the University system already holds the license for Channel 21 it could not be the licensee and someone else would have to the applicant for LPTV. The specific costs are contained in a memorandum of March 27, 1981--Vedro to Joseph Corry and Ellen Elms-Notar.*

3. Microwave

KIDS-4 could also "backfeed" the Viking CARS band Microwave. Transmission costs are dependent on whether the Sun Prairie

*Appendix #4a: Within appendix #4, pp. 2 and 3 of memorandum to Corry and Elms-Notar.

town sub-head-end has direct line of sight to Stoughton. A small tower may need to be erected--or a repeater of the main Sun Prairie tower could be installed--cost for such a return line is also in the $20-22,000 range. Once that signal reaches Stoughton, it will have to be processed and injected into the system. Such equipment costs $3-6,000. Should Viking expect KIDS-4 to pay for dedicated midband channel (versus preempting Nickelodeon system Y) the $13,000 cost mentioned in the Madison study will also apply.

4. Production Facility

Originally it was also the intention of this study to design a production center and studio. Many hours were spent in discussing production needs, including the use of specific types of equipment. On the basis of these preliminary considerations it would not be difficult to suggest a model production center.*

However, research and developments in the area over the time of the study indicated that the rapidly changing state-of-the-art, coupled with other technical production developments within the extended community would require a more flexible approach. Therefore, the issue of final design was not addressed.

There are, as of this writing, discussions being held by the various communities involved in regard to interconnecting all cable systems in Dane County.

*Appendix #5: preliminary sketches of a production center

Further, it appears that there are existing facilities for production purposes which could and should be used by children to further their knowledge of modern and future telecommunication. ACBB believes that the educational community, as well as the community at large, is obligated to see that this happens. Thus the optimum approach for expansion of the KIDS-4 idea may well be through an organized effort which involves many aspects of the community.

Our conclusion is that for the immediate future, the services of KIDS-4 and the KIDS-4 experience can be had without the expense of physically interconnecting the communities in Dane County as a separate project. In the near to intermediate term, this interconnection may well happen as a natural evolution of the communications system in the county. At this time it is not recommended that funds be spent specifically for a new physical network to extend KIDS-4.

PERSONAL CONTACTS

Project director Nancy McMahon made numerous inquiries and personal contacts with media experts, educators, vendors, and professionals in commercial and public broadcasting industry to explore other innovative interactive cable developments and to discover the latest technology, funding options, educational applications, uses of minority contractors, and local community involvement.*

*Appendix #6: names of individuals personally contacted by Nancy McMahon

# IV. RELATED ACTIVITIES

ATTENDANCE AT MEETINGS

The educational benefits derived from attendance at meetings of the telecommunications industry are difficult to quantify. However, certain meetings proved to be of significant value in ascertaining the state-of-the-art and its relationship to the project.

MEETINGS ATTENDED BY PROJECT DIRECTOR NANCY MCMAHON:

The Future of Telecommunications, St. Paul, Minnesota, Sept. 4-6, 1980
Northeastern Wisconsin In-School Telecommunications (NEWIST), Green Bay, Wisconsin, October 10, 1980
ACBB's Annual Conference on Minority Access to the Media, Annenberg School of Communications, Los Angeles, California, October 25, 1980
National Association of Educational Broadcasters (NAEB) Annual Convention October 26-30, 1980
Communications Seminar, University of Wisconsin-Stout, Menomonie, Wisconsin, September 14-16, 1980
Meetings of National Federation of Local Cable Producers (NFLCP), June 27, 1980; April 24, 1981
Minorities in Cable, Chicago, Illinois, June 18-19, 1981

Additional Meetings Attended by McMahon

Project director McMahon gained additional insights for those questions related directly to this grant when she attended (at her own expense) meetings of organizations related to her status as an applicant for a commercial broadcasting license where she had opportunities to discuss KIDS-4 with other attendees. Among those meetings were: National Association of Broadcasters (NAB); National Radio Broadcasters Association (NRBA); Wisconsin Broadcasters Association (WBA); and National Cable Television Association (NCTA).

INTERNATIONAL SATELLITE DEMONSTRATION

Among other related activities, the KIDS-4 participation in ACBB's unique international satellite demonstration is worthy of note.

In this demonstration of interactive television "by and for children", the children of KIDS-4 (together with several children invited by ACBB from KIDS-ALIVE! in Bloomington, Indiana) communicated with children in Brisbane, Australia, in a live, one-hour interchange designed and carried out by the children themselves.

The purpose of this demonstration was first, to illustrate and share the successes of KIDS-4 Sun Prairie experiment in developing media-literate young people; and secondly, to demonstrate the essential role of new technology in making such an approach possible.*

The event was held during ACBB's Annual Conference in Washington, D.C. as part of the Conference's overall focus on "telecommunications in Our Everyday Lives". The audience of Conference attendees watched as the children not only carried out the on-air program, but manned cameras, acted as technical and floor directors, and controlled the switching equipment in the mobile truck donated by Cox Cable Communications for the occasion.

Because the Conference was held in a downtown Washington, D.C. hotel, it was necessary to bring the group of U.S. children to Washington and to install temporary two-way video-conferencing facilities, including transmit and receive microwave and satellite dishes, and a mobile truck at the conference site. These technical installations were made by adults but the children

*Appendix #7: INTERCONNECT PACKET (Rationale for the interconnect; ACBB's Newsletters about the interconnect; Funding for the interconnect; and Conference Program are included in the interconnect Packet)

manned them and thus had to learn overnight, to operate under the definitely experimental and uncertain conditions, with strangers and in unfamiliar surroundings. Their capable handling of the event, from the planning to the carrying out, with all the unpredictables involved, attests to the children's mastery of their medium in terms of technology and subject, all learned through the KIDS-4 experience. The satellite interconnect "of and by" children, eloquently met ACBB's primary purposes of sharing their interactive, participatory television experience with children in Australia. It demonstrated what happens when children, given the opportunity, take an active part in the production of television programming: they can become active, media-literate participants as opposed to passive viewers of the media which they consume. And it highlighted the essential role of new technology in making possible such "active" approaches to children's television.

Beyond these primary goals, we were pleased to discover the extent of interest and support which was generated from community and industry sources which helped us to make the event possible. This support was evidenced by the degree of financial, technical, advisory and participatory contributions which we received. It included national cable and broadcast networks and extended from corporate sources to grassroots, local community efforts. The response of the Sun Prairie community itself was especially notable; it ranged from local businesses' $100 checks to children's $1 bills.

A great deal of media response (press as well as TV) was also generated and it is of interest that this response focused most strongly on the ongoing KIDS-4 project in Sun Prairie rather than just on the one-time satellite event: as a result, media coverage since the interconnect has included all three commercials networks (ABC, CBS, NBC), "That's Incredible", and "Hour

Magazine"; visits from the Chicago Tribune, Associated Press coverage, and inquiries from "20/20", "PM Magazine" and "Real People"; local Sun Prairie and Madison papers wrote of the event.

The experience of the Washington demonstration is significant in relation to this study in that, on a national and international level, important parallels are drawn here:

> It was shown that there is indeed widespread interest in ACBB's belief in the value of active, participatory children's television as a means toward developing media-literate young users of the telemedia.

> Strong community involvement and support were evident.

Whether the topic is interconnection of children from Washington, D.C. to Brisbane, Australia, or Sun Prairie to Madison to Monona and DeForest, the desirability and the goals are the same: children with access to the media can become media-wise, and media-wise children will grow into adults who are intelligent consumers and users of the media.

## V. PUBLIC INTEREST AND SUPPORT

COMMUNITY SUPPORT

Since the original concept of an exclusive children's channel was first introduced and eventually endorsed by City Council action, community support for the KIDS-4 idea has been a continuous growth process. This growth has been reflected in the increasing number of contributions from community (Sun Prairie-based) organizations and interested individuals.

Among them:

| | |
|---|---|
| Bankers' Association | Sums of money |
| Colonial Club | (This club and retirement center has been acclaimed as a national model for senior citizens. It has provided space for meetings, audiences for programs, and individual members have given their support to the children.) |
| Junior Women's Club | Gift of a large puppet for use in KIDS-4 productions |
| Lion's Club | Sums of money |
| Rotary Club | Helped start a Foundation for the benefit of KIDS-4 |

FRIENDS OF KIDS-4

Originally established as a support group of parents of KIDS-4 members, the organization of Friends of KIDS-4 has been expanded to include other interested adults. Among their activities are various fund raising projects and opportunities for children and adults to participate together in social as well as work projects for KIDS-4.

All of the leadership of this group and of KIDS-4 come from volunteers.

FINANCIAL SUPPORT OF KIDS-4

Volunteers do the work--funding comes from a combination of support groups: Sun Prairie City Council (financial help); Viking Cable, studio and minimal equipment; ACBB, ongoing administrative help. Additional financial help has been provided by:

American Family Insurance Company--donation of a video switcher

Wisconsin Gas Company--donated use of their model kitchen as setting for weekly production program of KIDS-4, "Kids Can Cook Too".*

Telethon--KIDS-4, 24-hour project to raise funds to help take them to Washington, D.C.

Grants to KIDS-4

NTIA Grant, for a feasibility study for the expansion of the KIDS-4 idea throughout Dane County

DANE COUNTY CULTURAL AFFAIRS GRANT, to produce a a program KIDS/VIDEO/ARTS in which the KIDS-4 camera crew visited three Madison art museums; the program was televised by WKOW-TV, Madison.

NATIONAL ENDOWMENT FOR THE HUMANITIES, a joint grant to the Sun Prairie Historical Society and KIDS-4 to produce a program centered on the history of Sun Prairie.

*Appendix #8: Magazine, Wisconsin Gas Company, with feature story of KIDS-4, p. 16-20.

LEGISLATIVE INTEREST AND SUPPORT

On March 17, 1982, Thomas Loftus, member of the Wisconsin Assembly from Sun Prairie and majority leader of the Assembly presented the 1981 Assembly Joint Resolution 94 to the Assembly, commending KIDS-4 for their impact on their own community, on their state, nation, and the international scene.*

Other political support has come to KIDS-4 from Don Foulke, Sun Prairie Mayor, all members of the Sun Prairie City Council, Robert Kastenmeier, United States Congressman (whose home is Sun Prairie), and William Proxmire, U.S. Senator from Wisconsin.

PUBLICITY

The uniqueness of KIDS-4 and the exclusive children's channel on cable TV has become known around the world. ACBB has been host to visitors to the Children's Channel since 1979. People have come from all over the United States and from Australia and Tasmania, Brazil, Canada, Germany, Netherlands, Philippines, and Sweden. Inquiries continue to arrive from other countries and states.

The KIDS-4 story has been told via newspapers and magazines, radio and television.**

*Appendix #9: copy of the Resolution

**Appendix #10: selected copies of KIDS-4 publicity

## VI. DISCUSSION AND RECOMMENDATIONS

This study to determine the feasibility of extending the existing KIDS-4 into a county-wide facility has clearly shown both in terms of desirability and feasibility that such expansion would be a worthy undertaking and welcomed by Dane County communities.

ACBB believes that the Sun Prairie Children's Channel should continue to serve as a role model and that expansion of the KIDS-4 concept throughout the county depends upon the development of cooperative efforts. Such a trend has already begun, as can be seen in the growing interaction with children's cable activities in Monona and their interest in KIDS-4.

One suggestion that appeals to ACBB but which requires further study is the concept of a consortium or cooperative. The first responsibility of such a consortium or cooperative would be to give county-wide support to the operation of the expanded "television by and for kids" cable channel.

Every community with a cable system in Dane County could serve as a local site for children's cable activities. These local efforts would be facilitated by the consortium or cooperative which would also help to provide interaction on a county-wide level. The consortium or cooperative could also function as the nucleus of a children's production center, supported and financed by all the members of the consortium or cooperative. Such a production center would provide opportunities for children to explore creative communications with their peers and help them develop into media-wise consumers. Adequate staffing would be essential.

In view of today's pressing need for public broadcasting to find creative alternative funding sources, one possible approach suggests itself. The consortium or cooperative could utilize existing facilities as a public telecommunications center which would provide Dane County children access to more sophisticated equipment and stimulation by interaction with other

professionals. Such an arrangement could prove profitable for both groups and merits further exploration.

Potential members of such a consortium of cooperative could be: KIDS-4; cable companies, nursery schools; churches; libraries; hospitals; WHA-television and radio; ACBB; Dane County Board; Wisconsin Educational Communications Board; Edgewood College; CESA 15; Madison Area Access Center; YMCA and YWCA; Friends of WHA-TV; Wisconsin Radio Association; and the cities of Madison, Monona, Sun Prairie, McFarland, Stoughton, Oregon, Middleton, DeForest, and Marshall.

Every Dane County community with a cable system could serve as a local site for children's cable activities. These local efforts would be facilitated by the consortium or cooperative which would also help to provide interaction on a county-wide level.

The American Council for Better Broadcasts believes that there is indeed a need for a special television service for children and that it is important that children themselves be allowed to participate in production as well as interact with other people who produce.

KIDS-4 is an exciting and innovative project which puts some of the children in control of production and teaches other children to become better consumers of the media. The KIDS-4 concept ought to be encouraged and expanded.

RECOMMENDATIONS

1. Formation of consortium or cooperative

2. Continue local sites for children's cable activities in each cable community.

3. Possible centralization of a production center (to increase opportunities for access to more sophisticated equipment and stimulation by interaction with other professionals, etc.)

4. Establishment of a national Advisory Board

5. Employment of adequate professional staff

# VII. ADMINISTRATION

PERSONS INVOLVED

| | |
|---|---|
| PROJECT DIRECTOR | Nancy McMahon |
| Project Administrator | Genevieve Finnigan |
| Project Consultant | Mariell Rowe |

ADMINISTRATION PACKET: Appendix #11

Appendix #11a: TIME CHART

Appendix #11b: RFP and NEWSPAPER ADVERTISEMENT

Appendix #11c: CONSULTANT's REPORT

Appendix #11d: INTERIM REPORT

Appendix #11e: ECB AUTHORIZATION

APPENDIX # 1

KIDS-4 RATIONALE

The study reported herein was performed pursuant to a grant with the National Telecommunications and Information Administration, D.O.C. Grantees are encouraged to express their judgment in the conduct of the project. Therefore, points of view, findings or opinions stated do not necessarily represent official Public Telecommunications Facilities Program position or policy and the manuscript has not been subjected to regular editorial review given Department of Commerce staff publications.

## KIDS-4

## The Sun Prairie Children's Channel

KIDS-4 is today a reality, thanks to the persistent efforts of dedicated individuals; the children and parents who have participated and made the Channel a reality; the City of Sun Prairie and the Cable Company whose cooperation made possible the creation of a channel dedicated solely to, and for, children; and the American Council for Better Broadcasts which has consistently encouraged the project, and is its sponsoring organization.

Today, the Sun Prairie Children's Channel is in its third year of operation and is the recipient of a federal grant to develop a plan for interconnection. But it was not always so. The development of KIDS-4 represents the evolution of a philosophy into a reality. Underlying the entire effort is the conviction that television can be a creative teacher and a constructive part of a child's life.

The following rationale, written in 1976 represents the conceptual basis upon which the project was built.

# A CHILDREN'S CHANNEL FOR SUN PRAIRIE

*A Rationale By:* *Marieli Rowe*
*Executive Director*
*American Council for Better Broadcasts*

The Cable Television enabling ordinance developed for Sun Prairie, Wisconsin, by a special Mayor's Committee, and approved and passed by the Sun Prairie Council on February 17, 1976, provides that any Cable System built in Sun Prairie is to include a channel dedicated to programming for - and possibly by - children.

The proposed Children's Channel was conceived by citizens seeking a quality system and concerned about the role of television in the lives of children. It represents an attempt to provide a positive alternative for the children of Sun Prairie.

The following background information is presented to offer a rationale for this position:

In its nearly three decades on the American scene, television has profoundly affected our society. For our children, it is among the most powerful and constant companion in their lives, and this - as evidence shows - has not proven to be an unmitigated benefit! Children are exposed to a diet of television intended for adult eyes and adult judgement, while their own needs and interests are widely ignored, even on many so-called children's programs.

Concern and frustration about the effects of this television fare on children has been loud and long and has come from many diverse quarters - all clamoring for someone to "do something" about children and television.

The Children's Channel is a direct response to this challenge. It is premised on three major areas of concern:

1. *The research and mounting knowledge about the impact of television on children, and the desire to channel this to positive life enrichment.*
2. *The recognition that children's needs are special and are in certain respects a responsibility of society which must be treated accordingly.*
3. *An understanding of the nature of, and philosophy of American Broadcasting.*

*I. WHAT THE RESEARCH HAS SHOWN:*

Increasing knowledge about the effects of television on children shows clearly and irrefutably that TV plays a major role in terms of time consumption and influence. Proven an effective teacher of both cognitive and affective learning, television today stands in overwhelming competition with both home and school. It has been shown that a causal effect exists between viewing of violent programs and aggressive behavior. Further research also shows that a number of interactive forces in the child's environment (parents, peers, school) enter into this learning process. The complex nature of this interaction is presently under study.

A major finding is that while anti-social behavior can be learned from, or reinforced by, television programs, pro-social models can likewise teach and reinforce pro-social behavior.

The proposed Children's Channel rests on these findings:

1. *that children spend time with television in excess of anything else they do, except sleep,*
2. *that television is a powerful teacher,*
3. *that the medium can be a positive or negative teacher, and*
4. *that there is the need to harness the potential benefits of television in the interest of the child.*

*II. THE NEEDS OF THE CHILD - THE PROBLEMS OF GROWING UP IN A TV-SOCIETY:*

1. *Society has not yet accepted the change.* Television is today an established presence in the lives of 99 percent of American children, beginning from their earliest awareness. Yet in terms of society's dealing with it, it remains a new dimension. We have not yet learned to integrate this new dimension into what may be called the "ecology" or expanding environment of childhood.

The process of growing up is a gradual evolution which involves a maturation both physical, emotional and intellectual. Traditionally that process has taken some years of training close to home, some years of formal schooling, followed and intertwined by lifelong years of further exposure. Before the Communications Revolution there was a self-regulating process of expanding horizons in the child's development; from Mother to family to neighborhood on to church and school and then the world. Learning to cope with each phase as it came along was an important step in a child's development.

Today, television has totally destroyed this natural evolution in the expanding ecology of the child's world. The window to all of life's experiences, and the fantasies, is there from the very beginning, and, because exposure to TV requires no previous training or skilled preparation, a beginner may be thrown immediately into the "expert" class. The consequences of this abuse may not be immediately apparent.

Because time is indeed needed and cannot be cut short in the normal, gradual process of growing up, television has come to pose problems to our society which are as yet unresolved.

2. *Meeting children's needs requires that society recognize and acknowledge that:*

a. Children are a special audience - special not in the sense of minorities and special interest groups but in a far more basic, pervasive way by virtue of their own frame of reference; the way in which children perceive and comprehend their surroundings and absorb, utilize and form their value judgements.

b. Children are a captive and defenseless audience. Society has long recognized this in education, psychiatry, and the Law. Indeed children are treated as a separate group under the Law: we do not give them the same rights and do not hold them responsible as adults until a normal level of adult maturity can be reached. It is considered that children require special protection under the Law, from abuses by sellers of intoxicants, tobacco, and firearms, to would-be exploiters of child labor, a minimum age for driving, voting, buying contraceptives, and marrying. We even require that they attend school, and that they take gym to insure their healthy physical development. We regard children as unfit to make their own intelligent decisions in these areas, yet able to sort out the most demanding adult facets of society.

The Law "protects" children in a number of ways, some of them quite amazing, but TV is free to intrude into their lives unrestricted. In point of fact, the commercial exploitation of children by television is parallel to commercial exploitation of children by education - a situation which would be considered intolerable by our society but which we condone and virtually ignore from television - the most powerful teacher of all!

3. *Children could have their own learning environment.* The above is not intended as a plea for more laws, for as we have seen, they can lead to absurdities. Rather it is a request for an enlightened approach to the new dimension which today brings the

"early window" of the adult world into the lives of children. A sensible first step toward providing a more appropriate climate could be to set aside the possibility of a separate learning environment. The recognition that children are a truly special group gives credibility to the concept of a completely separate cable channel to meet their needs. It answers the two most often heard queries: "Why single out children as a special audience, rather than elderly, hard-of-hearing, or other?" These groups of adults are no more adversely affected by programs not aimed at them than other adults. They can share a channel with other programs. The other question "why must it be a special, wholly dedicated channel for children, rather than time on an access or a leased one?" - is the heart of this entire enterprise. For thus is guaranteed the exclusive, non-preemptible, consistent, trustworthy presence that it represents to children and the adults responsible. Thus is built the sense of community responsibility, the total commitment to the children's needs. As a shared channel even with other "good" programs, it will have lost its principal purpose and will be of no particular advantage over, for instance, public television. As a leased channel it may be lost without valid grounds to a higher bidder.

## *III. THE CHILDREN'S DILEMMA AND THE AMERICAN SYSTEM OF BROADCASTING*

Commercial broadcasting in the U.S. is based on the principle of reaching the greatest possible mass audience and selling the maximum possible product by means of the most effective techniques. For reasons known well to those who have attempted change, it has become obvious that commercial television is therefore not the ideal vehicle for meeting the needs of young viewers. And yet, such TV occupies a major part of their lives and learning experience. This dilemma has proven to be among the thorniest problems, of deep concern to parents, educators, government, and somewhat belatedly in 1976 also the medical profession.

Though solutions have been sought, none have been found, faltering on the foundations of the system, or on the principles of our constitutional rights.

*For:*

- *To ban violent or other anti-social programs infringes upon the freedom of expression of our society. And indeed, might be unwarranted in the proper context.*

- *To ban advertising from children's programs destroys the present system which brings "free" programs to all.*

- *To require the family hour turns out to be a form of programming control (censorship?) which the FCC may not exercise.*

The alternatives offered by Public television have been helpful but only partially successful since the public station suffers from the same scarcity of channel availability as does the commercial one.

The alternative of educating for selective viewing can only be achieved when there is a substantial alternative.

The nature of commercial broadcasting, the scarcity of air time, the need for preserving the American tradition of freedom of expression, have all worked against earnest efforts to resolve one of the major problems of our society.

## *IV. THE CHILDREN'S CHANNEL*

Cable offers an opportunity to bypass these obstacles, given the proper means and the needed encouragement (freedom) to do so.

The Children's Channel provides one answer to the "problem of children and TV", which

1. *bypasses the need for regulation with its attendant problems,*
2. *avoids fundamental changes in the American system of broadcasting,*
3. *is a challenge toward positive and creative uses,*
4. *creates realistic shared responsibilites between community, parents, children, and the cable caster, and*
5. *provides a teaching tool to help children develop critical viewing skills.*

The Children's Channel is, quite frankly, an experiment. It is requested on that basis, to carry out a well designed plan:

- *It is backed by the official municipality.*
- *It is strongly endorsed by the franchisee.**
- *It is eagerly supported by the community's educational and other resources, who are prepared to be responsible and accountable to the Children's Channel, in content and in solvency.*
- *It is proposed on finite terms to be proven successful within a five-year trial period, after which it can be either self-supporting or abandoned. There is no question of a possible drain on the system to be set up in perpetuity.*

---

*As stated in its franchise proposal, "the Viking Media Corporation strongly supports the concept of the Children's Channel and will do whatever it can that might reasonably be expected to encourage the Federal Communications Commission to approve this channel assignment".

Given these factors, the proposed Children's Channel has an excellent chance of success. Intelligently and caringly administered and advised by qualified persons - including children - it can provide the needed alternative. If it does, it will have valuable impact which will go well beyond the geographical boundaries of the Sun Prairie, Wisconsin Cable Television community.

*A Final Note*

*The FCC has recently moved to deregulate cable so as to make it possible for the industry to grow and develop.*

*We understand this deregulation to be intended as an incentive for innovative and creative approaches to fulfill the "promise of cable", not a license to regress to giving the least possible service for the most possible profit.*

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APPENDIX # 2

COMBINED REPORT OF MIDWEST SURVEY RESEARCH INSTITUTE

Dane County Parents
Attitude Toward KIDS-4

Survey of Dane County Parents

Survey of Dane County Children

# DANE COUNTY PARENTS

# ATTITUDE TOWARD KIDS-4

*March 25, 1981*

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## Introduction

In the 1980's, Dane County community leaders, broadcasters, and public officials will have to make important decisions regarding the kinds of television programming that will be made available to the general public. In many cities, community leaders will have to decide which cable television company will offer the type of programming that best meets the needs of the people in their community. In other communities, broadcasters will have to decide which types of shows will be shown on the limited number of cable channels that are available. In some communities, public officials will have to decide whether or not public funds should be used to help finance socially beneficial types of programming.

The fact that there are so many different types of services and programming being advocated by cable television companies, advocacy groups, and concerned citizens makes these decisions very difficult. Every group claims that there is a market for the type of programming they want, but few groups can supply the empirical evidence to support their claims.

Because the American Council for Better Broadcasts (ACBB) has been trying to persuade decision makers that there is a market for a type of children's programming called KIDS-4, it commissioned the Midwest Survey Research Institute (MSRI) to conduct a survey measuring Dane County resident's attitudes toward KIDS-4. It was the hope of ACBB that the data gathered by MSRI would provide decision makers with enough information about citizens' attitudes toward programming like KIDS-4 to enable them to make informed decisions. This report presents the findings of our research.

## Description of KIDS-4

Begun in 1979, KIDS-4 is an experimental children's television service that is broadcast over a cable television channel in the Sun Prairie area. Young people between the ages of 9 and 13 form the production and programming staff of KIDS-4. They have the opportunity of becoming writers, producers, audio operators, camera personnel and talent for the channel. The children receive training from a group of adults, although the eventual aim is that these children will train future KIDS-4 participants. Minimal adult influence is sought, and productions are done almost exclusively by the kids.

Presently the shows produced by the children are broadcast over the Sun Prairie Children's Channel (Nickelodeon). About three hours each week is taken up with television films produced by the children. The type of programs produced have varied greatly but include documentaries, news, and broadcasts of cultural and sporting events.

KIDS-4 is financed with money from Viking Cable, the city of Sun Prairie, and the contributions of interested citizens. It is, of course, a non-profit organization.

## Methodology

### The Dane County Sample

A questionnaire was designed that measured parents' attitudes toward KIDS-4 type programming. This questionnaire was administered to a random sample of Dane County parents, who had children 18 years old or younger. In households with two parents, the appropriate respondent was selected at random.

Telephone numbers were generated by a random numbers computer program. Every household in Dane county that had a telephone had an approximately equal probability of selection. This technique allows for households with unlisted numbers and individuals who have recently moved to be included in the sample.

A total of 357 completed interviews were obtained. Sun Prairie was oversampled so that there would be enough respondents to be able to make statistically meaningful statements about the attitudes of the people in that area. When adjustments are made for the disproportionate number of Sun Prairie people in the sample, the weighted n for the Dane county sample is 310.

The telephone interviews were conducted in February, 1981. Each sample number was called a minimum of four different times, across several dayparts. When corrected for non-working, business, and numbers assigned to households without children, the response rate was fairly high with a 72% completion rate.

The Sun Prairie Sample

We were particularly interested in the attitudes of Sun Prairie's parents because the Sun Prairie community is the only area that presently receives KIDS-4. Children of Sun Prairie parents have the opportunity both to watch and participate in KIDS-4. Therefore, the Sun Prairie area was oversampled in order to have enough respondents to be able to generalize the sample results to the Sun Prairie area within a reasonable sampling error. Consequently, 79 telephone interviews were conducted in Sun Prairie.

The Sample of Children

We were also interested in the television habits and preferences of Dane County children, and, in the Sun Prairie area, in measuring children's awareness, viewing habits, and attitudes toward KIDS-4. Therefore, a questionnaire was administered to 1018 children in grades 3, 5, 6, and 8 in several Dane County schools. (Appendix B).

While requests were sent to all public school districts, except Madison, and to a random sample of ten religious schools, only the first seven schools to agree to participate were included in the sample. In the smaller schools, all children present on the day the questionnaires were administered were interviewed. In the larger schools, approximately 50 students at each grade level completed the questionnaire. Because the sample is not necessarily representative of Dane county schools or of students within particular schools, extreme

The Sample of Children (Continued)

caution must be exercised in generalizing the smaple data to the whole population of Dane county children or the whole population of children in particular school districts.

Survey of Dane County Parents

## Demographic Characteristics of the Sample

Table I shows the demographic characteristics of the sample of parents. Because only adults with children were interviewed, most of the respondents are married. The fact that a rather large percent have completed some graduate work (18%) probably reflects the proximity of the University of Wisconsin to Dane County residents. The relatively high income levels are expected because most of the very young people and very old people, who are likely to have low incomes, are excluded from the sample by virtue of the fact that they are not likely to have children 18 years old or younger. As one might expect, there are more females in the sample than males because there are more single parent women than men who live with their children.

## Viewing Habits and Preferences

Like other American families, the families in this sample watch a lot of television. Respondents report that their TV set is on an average of 12.3 hours each weekend and 5.8 hours each weekday. Since people tend to underestimate the number of hours they watch television, and parents sometimes do not know when their children are watching, the actual number of hours the set is on may be even higher. (Table IV)

When asked to grade the overall quality of television programming, most respondents give it a "C". However, it is important to note that almost a third of the people give it a grade of "D" or "F". (Table II) The quality

of children's television programming is perceived to be a bit better. Most parents give it a grade of "B" or "C", and 13% give it an "A". But despite the fact that most adults give moderately high grades to children's programming, almost a fourth of them are dissatisfied enough to grade it "D" or "F". (Table III)

It is difficult to determine if the viewing preferences of our Dane County sample are like the preferences of the rest of the nation because our measures are different than the measures the Nielsen Company uses. However, one can note that the shows which people are most likely to claim as their favorites (M.A.S.H. and Dallas) are currently near the top of the Nielsen Television Index. (Table V)

When asked what they think are their children's favorite television shows, 34% mention Sesame Street, 21% The Dukes of Hazzard, and 13% various cartoons. (Table VI) Parents are almost certainly right about The Dukes of Hazzard since the show is high in the national ratings and was a favorite of the children we interviewed in Dane County. Indeed, 43% of the children listed this show as one of their favorites. Whether or not the parent's belief that Sesame Street is one of their children's favorite programs is fact or wishful thinking is difficult to determine, but none of the children we interviewed said Sesame Street was one of their favorite shows. Parents may also overstate their children's fondness for cartoons since only a handful of the students we interviewed indicated that a cartoon was one of their favorites.

## Familiarity with KIDS-4

As one might expect, very few parents in Dane county have ever heard of KIDS-4. Overall, only 16% of the respondents are aware of it. This ignorance

exists in approximately equal proportions among all demographic groups. Cable subscribers are a bit more likely to have heard about it than non-subscribers, but only 20% of the parents with cable are aware of it. However, in Sun Prairie, where children have the opportunity to produce and act in KIDS-4 programs, awareness is much higher. Forty-four percent of the Sun Prairie parents are aware of it. (Table VII)

Somewhat surprisingly, the children we interviewed in Sun Prairie are much more likely to be aware of KIDS-4 than Sun Prairie's parents. Seventy-four percent said they had heard of it. The fact that a number of children in Sun Prairie participate in KIDS-4 or have expressed an interest in participating may explain, in part, why Sun Prairie children are so much more aware than Sun Prairie parents. Social networks within the school insure that children will learn about KIDS-4 from their friends who participate in it, while parents must learn about KIDS-4 from the media unless their own children are participants. (Table XXI)

## Perceived Benefits of KIDS-4

Despite the fact that few adults are aware of KIDS-4, an overwhelming majority believe that their children or other children and youth in their community would benefit if such a service was available in their area. As Table VIII clearly shows, this belief is held by people of both sexes, with different numbers of children, different levels of education, and different incomes. Even people who do not subscribe to cable television believe KIDS-4 would be beneficial, although people who live in areas where it is not possible to receive cable television are a little less likely to feel this

way. Eighty-eight percent of the Sun Prairie parents' believe children will benefit a "great deal" or "somewhat" from a service like KIDS-4.

## Interest in KIDS-4

These data indicate that if KIDS-4 was available most Dane county parents would be interested in it. Seventy-five percent of the respondents claim to be "very interested" or "somewhat interested", while only twenty-five percent are not interested at all. The degree of interest varies a bit with females, people who's family income is less than $20,000, and people who subscribe to cable being more likely to say they are "very interested", but overall interest is high. In Sun Prairie, interest is about the same as in the rest of the county with 76% of the parents claiming they are very or somewhat interested.

Of course it is one thing to claim that one is "interested" in a service and quite another to say that one is willing to pay for it. Therefore, the proponents of KIDS-4 should be encouraged by the fact that over a third of the respondents claim that they would be "very likely" to subscribe to a service like KIDS-4 if it cost $1 a month, and thirty-six percent say that they would be "somewhat likely" to do so. However, it is likely that these potential subscribers would expect considerably more programming than now appears on KIDS-4 for their dollar, and it is possible that many of them would expect that their children would have an opportunity to participate in the production of the shows. (Table XII)

In order to get another measure of parents' interest in KIDS-4, parents who do not now have cable television were asked whether or not they would be more likely to subscribe to cable if this was the only way they could get KIDS-4.

Although the number of cases is small, Table X shows that 37% of the people who came from an area where cable television is not available, and 22% of the people who do not subscribe to an available cable service, claim they would be much or somewhat more likely to subscribe to cable television if KIDS-4 was available.

## Support for Public Funding

At a time when there are calls for government to cut its budget, it is important to know what sort of services the public wants government to fund. These data indicate that there is strong support for the use of public funding for programs like KIDS-4. Females, parents with more than one child, people at particular educational levels, individuals from families earning less than $30,000, and people who already subscribe to cable television voice the strongest support for public funding. If one were to exclude from the analysis those people who did not have an opinion, the percentage supporting the use of public funds would be even higher. (Table XI)

It is important to note, however, that these data tell us nothing about how much money people would be willing to have government spend to support KIDS-4. Nor do these data allow us to determine whether or not people would prefer that KIDS-4 be funded at the expense of other services, or if some of the costs should be paid by broadcasters or consumers. Proponents of KIDS-4, however, should be encouraged because at a time when people are increasingly reluctant to allow government to fund new services, most parents are in favor of some public funding for KIDS-4.

Survey of Dane County Children

## Viewing Habits and Television Preferences of Dane County Children

Like Dane county adults, the children admit to watching a lot of television. Table XIV shows that children claim to watch an average of twenty-eight hours each week. Even on school nights, children admit to watching an average of 3.7 hours.

While some children usually watch television alone, the vast majority (58%) report that their parents watch with them some of the time. Only 14% of the children claim that their parents hardly watch with them. (Table XV)

According to the children in this sample, the decision about what they watch is often a decision in which all members of the family partake. Fifty-one percent claim that the whole family usually decides together what shows to watch, 14% say their parents decide, and 9% indicate that their brothers and sisters usually decide. Only 26% of the children said that they usually make the decision alone. (Table XVI)

When asked what their three favorite television shows are, 43% chose The Dukes of Hazzard, 17% BJ and the Bear, 14% M.A.S.H., 14% Diff'rent Strokes, and 12% The Love Boat. (Table XVII) The shows they liked the least included: The Waltons 24%, 20/20 (19%), General Hospital (18%), All My Children (17%) and The Tonight Show(16%). (Table XVIII)

The children were also asked whether or not they had watched Prom Night, a "horror" movie, and a Charlie Brown Special. Both of these shows were aired the week before the interviewing began. Overall, 37% of the children

saw Prom Night and 38% viewed the Charlie Brown Special. Children in grades 3 and 5 were more likely to have watched the Charlie Brown Special and less likely to have seen Prom Night than students in grades 6 and 8. It should be noted, however, that almost a quarter of the third graders claimed to have watched some portion of Prom Night. (Table XIX)

In order to find out what shows the students thought were unfit for children their age or younger, they were asked to name the shows, if any, that they would forbid their children from watching if they were a parent. The shows most often mentioned included: Saturday Night Live (14%), Horror Shows (11%), Hart to Hart (7%), All My Children (7%) and HBO Movies (6%). It should be noted, however, that many children could only think of one or two shows they would forbid and 29% of the children could not think of any shows they would forbid. (Table XX)

## Attitudes Toward KIDS-4 Among Sun Prairie Children

It has already been noted that 74% of Sun Prairie children have heard of KIDS-4. Table XXI shows that students in grades 5, 6, and 8 are more likely to be aware of it then children in grade 3, but overall awareness is extremely high. Despite the high level of awareness, most children do not watch it with any regularity. Only 27% have watched KIDS-4 one or more times. (Table XXII) Among these children who have seen KIDS-4 at least once, 4% watch it "a lot", 25% watch "sometimes", and 71% watch "hardly at all." Third graders are most likely to watch it and eighth graders are least likely to watch. (Table XXIII)

In interpreting these data it is important to keep in mind that KIDS-4 only broadcasts 1½ to 3 hours each week, their programs do not always appear in the same time slots, and there has not been any extensive campaign to advertise the times KIDS-4 is on the air. These data do not allow one to determine why children do not watch KIDS-4 more often, but it does not appear that they avoid it simply because they dislike it. Of the children who have seen it, 19% say they like it "a lot", 47% "a little bit", and only 34% "not at all". As expected, eighth graders do not like it as much as students in other grades. Perhaps expanded programming and better promotion could attract more viewers to this experimental television service. (Table XXIV)

Table I

Demographic Characteristics Of

Parents

| | Percentage | Number of Respondents |
|---|---|---|
| **Marital Status** | | |
| Married | 82 | 255 |
| Single | 5 | 17 |
| Divorced | 9 | 28 |
| Separated | 2 | 5 |
| Surviving Spouse | 2 | 5 |
| **Education** | | |
| Not High School Graduate | 6 | 17 |
| High School Graduate | 33 | 102 |
| Vocational or Technical School | 7 | 21 |
| Some College | 20 | 62 |
| BA Degree | 17 | 52 |
| Graduate Work | 18 | 54 |
| **Income** | | |
| Less than $10,000 | 7 | 19 |
| $10,000 to $19,999 | 24 | 68 |
| $20,000 to $29,999 | 37 | 102 |
| $30,000 to $39,999 | 21 | 58 |
| $40,000 or More | 12 | 33 |
| **Sex** | | |
| Male | 41 | 128 |
| Female | 59 | 182 |

Table II

Rating of the Quality of
Television Programming

| Grade | Percentage | Number of Respondents |
|---|---|---|
| A | 3 | 8 |
| B | 18 | 54 |
| C | 47 | 142 |
| D | 24 | 74 |
| F | 9 | 26 |

Table III

Rating of the Quality of
Children's Television Programming

| Grade | Percentage | Number of Respondents |
|---|---|---|
| A | 13 | 37 |
| B | 31 | 88 |
| C | 32 | 91 |
| D | 17 | 48 |
| F | 7 | 19 |

Table IV

Average Number of Hours
Television Set is On

| Time of Day | Average # of Hours | Number of Respondents |
|---|---|---|
| Weekends | 12.3 | 310 |
| Weekday before 4 p.m. | 1.7 | 310 |
| Weekday after 4 p.m. | 4.1 | 310 |

Table V

Favorite Television Programming

| Shows | Percentage Who Mentioned Show as One of Their Favorites | Number of Respondents |
|---|---|---|
| M. A. S. H. | 20 | 61 |
| Dallas | 18 | 54 |
| News | 17 | 50 |
| Movies | 11 | 34 |

Table VI

Adults' Perceptions of Their Children's Favorite Shows

| Shows | Percentage Believing that the Show Is One of Childs' Favorites | Number of Respondents |
|---|---|---|
| Sesame Street | 34 | 98 |
| Dukes of Hazzard | 21 | 60 |
| Cartoons | 13 | 36 |

Table VII

Familiarity With KIDS-4

| | Percentage Familiar | Percentage Unfamiliar | Number of Respondents |
|---|---|---|---|
| All Respondents | 16 | 84 | 300 |
| Sex | | | |
| Male | 17 | 83 | 123 |
| Female | 15 | 85 | 178 |
| Number of Children | | | |
| One | 16 | 85 | 112 |
| Two | 16 | 84 | 128 |
| Three or More | 15 | 85 | 60 |
| Education | | | |
| Non-High School Graduate | 12 | 88 | 17 |
| High School Graudate | 13 | 87 | 98 |
| Some College | 17 | 83 | 80 |
| BA Degree | 23 | 77 | 51 |
| Graduate Work | 15 | 85 | 53 |
| Income | | | |
| Less than $20,000 | 14 | 86 | 83 |
| $20,000 to $29,999 | 17 | 83 | 101 |
| $30,000 or More | 14 | 86 | 86 |
| Subscribe to Cable | | | |
| Yes | 20 | 80 | 118 |
| No | 14 | 86 | 122 |
| Cable Not Available | 11 | 89 | 61 |
| Sun Prairie | 44 | 56 | 77 |

Table VIII

Perceived Benefits of KIDS-4

| | Percentage A Great Deal | Percentage Somewhat | Percentage Not at All | Number of Respondents |
|---|---|---|---|---|
| All Respondents | | | | |
| | 36 | 53 | 10 | 276 |
| Sex | | | | |
| Male | 33 | 52 | 15 | 111 |
| Female | 38 | 53 | 8 | 165 |
| Number of Children | | | | |
| One | 39 | 56 | 6 | 104 |
| Two | 36 | 51 | 13 | 116 |
| Three or More | 30 | 57 | 13 | 56 |
| Education | | | | |
| Non-High School Graduate | 54 | 30 | 16 | 14 |
| High School Graduate | 31 | 56 | 13 | 92 |
| Some College | 29 | 60 | 11 | 74 |
| BA Degree | 45 | 51 | 4 | 46 |
| Graduate Work | 46 | 47 | 7 | 49 |
| Income | | | | |
| Less than $20,000 | 40 | 51 | 9 | 74 |
| $20,000 to $29,999 | 35 | 55 | 10 | 93 |
| $30,000 or More | 32 | 58 | 9 | 83 |
| Subscribe to Cable | | | | |
| Yes | 42 | 53 | 5 | 107 |
| No | 34 | 56 | 10 | 110 |
| Cable Not Available | 29 | 49 | 22 | 58 |
| Sun Prairie | 32 | 56 | 12 | 66 |

Table IX

Interest In KIDS-4

| | Percentage Very Interested | Percentage Somewhat Interested | Percentage Not Interested | Number of Respondents |
|---|---|---|---|---|
| All Respondents | | | | |
| | 20 | 55 | 25 | 301 |
| Sex | | | | |
| Male | 14 | 60 | 26 | 124 |
| Female | 24 | 52 | 24 | 178 |
| Number of Children | | | | |
| One | 19 | 54 | 28 | 111 |
| Two | 21 | 54 | 25 | 128 |
| Three or More | 20 | 59 | 21 | 62 |
| Education | | | | |
| Non-High School Graduate | 22 | 63 | 16 | 17 |
| High School Graudate | 15 | 57 | 28 | 100 |
| Some College | 25 | 47 | 28 | 80 |
| BA Degree | 20 | 61 | 18 | 49 |
| Graduate Work | 22 | 58 | 20 | 54 |
| Income | | | | |
| Less than $20,000 | 26 | 50 | 24 | 85 |
| $20,000 to $29,999 | 16 | 64 | 20 | 98 |
| $30,000 or More | 21 | 52 | 27 | 88 |
| Subscribe to Cable | | | | |
| Yes | 26 | 57 | 17 | 121 |
| No | 17 | 55 | 28 | 119 |
| Cable Not Available | 15 | 51 | 34 | 62 |
| Sun Prairie | 18 | 58 | 24 | 74 |

Table X

Likelihood of Subscribing to Cable Television

if KIDS-4 Was Available Among Non-Subscribers

| | Percent Much or Somewhat More Likely | Percent Not Any More Likely | Number of Respondents |
|---|---|---|---|
| Cable Not Available | 37 | 63 | 46 |
| Non-Cable Subscriber | 22 | 78 | 120 |

Table XI

Support for Public Funding

| | Percentage Support | Percentage Oppose | Percentage No Opinion | Number of Respondents |
|---|---|---|---|---|
| All Respondents | 67 | 28 | 4 | 297 |
| Sex | | | | |
| Male | 61 | 36 | 2 | 124 |
| Female | 72 | 23 | 6 | 173 |
| Number of Children | | | | |
| One | 64 | 33 | 4 | 109 |
| Two | 69 | 27 | 5 | 131 |
| Three or More | 71 | 24 | 5 | 58 |
| Education | | | | |
| Non-High School Graduate | 78 | 22 | 0 | 15 |
| High School Graduate | 71 | 25 | 4 | 99 |
| Some College | 59 | 34 | 6 | 78 |
| BA Degree | 72 | 27 | 2 | 52 |
| Graduate Work | 66 | 28 | 6 | 52 |
| Income | | | | |
| Less than $20,000 | 71 | 25 | 5 | 82 |
| $20,000 to $29,999 | 68 | 26 | 6 | 99 |
| $30,000 or More | 64 | 32 | 4 | 87 |
| Subscribe to Cable | | | | |
| Yes | 75 | 24 | 1 | 115 |
| No | 60 | 33 | 7 | 120 |
| Cable not Available | 67 | 27 | 7 | 62 |
| Sun Prairie | 66 | 27 | 8 | 79 |

Table XII

Likelihood of Subscribing to KIDS-4
At $1 Per Month

| | Percentage Very Likely | Percentage Somewhat Likely | Percentage Not Very Likely | Number of Respondents |
|---|---|---|---|---|
| All Respondents | | | | |
| | 34 | 36 | 31 | 298 |
| Sex | | | | |
| Male | 31 | 42 | 28 | 121 |
| Female | 36 | 32 | 33 | 177 |
| Number of Children | | | | |
| One | 37 | 31 | 32 | 109 |
| Two | 29 | 39 | 31 | 129 |
| Three or More | 37 | 37 | 27 | 60 |
| Education | | | | |
| Non-High School Graduate | 44 | 21 | 35 | 16 |
| High School Graduate | 26 | 40 | 35 | 99 |
| Some College | 33 | 37 | 30 | 81 |
| BA Degree | 41 | 39 | 20 | 49 |
| Graduate Work | 39 | 30 | 31 | 52 |
| Income | | | | |
| Less than $20,000 | 36 | 35 | 29 | 83 |
| $20,000 to $29,999 | 34 | 44 | 22 | 99 |
| $30,000 or More | 37 | 32 | 32 | 86 |
| Subscribe to Cable | | | | |
| Yes | 35 | 44 | 22 | 117 |
| No | 29 | 32 | 40 | 119 |
| Cable Not Available | 41 | 29 | 30 | 62 |
| Sun Prairie | 38 | 32 | 31 | 72 |

Table XIV

Average Number of Hours Children Watch Television

| Day | Average # of Hours | Number of Respondents |
|---|---|---|
| Saturday | 5.6 | 1018 |
| Sunday | 3.5 | 1018 |
| Weekdays | 3.7 | 1018 |

Table XV

Amount of Time Parents Watch With Child

| Amount of Time | Percentage | Number of Respondents |
|---|---|---|
| Most of the Time | 28 | 277 |
| Some of the Time | 58 | 548 |
| Hardly at All | 14 | 145 |

Table XVI

Who Decides What Program Child Will Watch

| Who Decides | Percentage | Number of Respondents |
|---|---|---|
| Child | 26 | 259 |
| Brothers and Sisters | 9 | 87 |
| Parents | 14 | 142 |
| All Decide Together | 51 | 517 |

Table XVII

Children's Favorite Shows

| Show | Percentage | Number of Respondents |
|---|---|---|
| Dukes of Hazzard | 43 | 430 |
| BJ & The Bear | 17 | 168 |
| M.A.S.H. | 14 | 142 |
| Diff'rent Strokes | 14 | 136 |
| Love Boat | 12 | 125 |

Table XVIII

Children's Least Favorite Shows

| Shows | Percentage | Number of Respondents |
|---|---|---|
| The Waltons | 24 | 236 |
| 20/20 | 19 | 193 |
| General Hospital | 18 | 175 |
| All My Children | 17 | 168 |
| The Tonight Show | 16 | 160 |

Table XIX

Percentage of Children
Who Watched Prom Night and
She's A Good Skate,Charlie Brown

| Prom Night | Percentage Watched | Number of Respondents |
|---|---|---|
| Grade 3 | 23 | 59 |
| Grade 5 | 35 | 87 |
| Grade 6 | 43 | 107 |
| Grade 8 | 48 | 126 |

| She's A Good Skate, Charlie Brown | Percentage Watched | Number of Respondents |
|---|---|---|
| Grade 3 | 65 | 164 |
| Grade 5 | 46 | 112 |
| Grade 6 | 24 | 61 |
| Grade 8 | 16 | 43 |

Table XX

Shows Children Would Forbid Their Children From Watching

| Show | Percentage | Number of Respondents |
|---|---|---|
| Saturday Night Live | 14 | 145 |
| Horror Shows | 11 | 115 |
| Hart to Hart | 7 | 69 |
| All My Children | 7 | 66 |
| HBO Movies | 6 | 63 |
| Did Not Record Any Show They Would Forbid | 29 | 300 |

Table XXI

Sun Prairie Childrens' Awareness of KIDS-4

| Awareness | Percentage | Number of Respondents |
|---|---|---|
| All Children | 74 | 153 |
| Grade 3 | 61 | 63 |
| Grade 5 | 80 | 87 |
| Grade 6 | 85 | 84 |
| Grade 8 | 80 | 82 |

Table XXII

Percentage of Sun Prairie Children

Who Have Watched KIDS-4

| Watched One or More Times | Percentage | Number of Children |
|---|---|---|
| Have Watched | 27 | 114 |
| Have Not Watched | 73 | 306 |

Table XXIII

Regularity of Viewing KIDS-4

Among Sun Prairie Children

| Regularity of Viewing | Percentage | | | | |
|---|---|---|---|---|---|
| | All Children | Grade 3 | Grade 5 | Grade 6 | Grade 8 |
| Watch a Lot | 4 | 22 | 3 | 7 | 4 |
| Watch Sometimes | 25 | 33 | 25 | 29 | 7 |
| Watch Hardly at All | 71 | 45 | 72 | 64 | 89 |
| Number of Children | 114 | 51 | 67 | 72 | 45 |

Table XXIV

Sun Prairie Childrens' Attitude Towards KIDS-4

| Attitude | Percentage | | | | |
|---|---|---|---|---|---|
| | All Children | Grade 3 | Grade 5 | Grade 6 | Grade 8 |
| Like a Lot | 19 | 26 | 10 | 23 | 7 |
| Like a Little Bit | 47 | 45 | 57 | 52 | 35 |
| Don't Like at All | 34 | 29 | 43 | 26 | 58 |
| Number of Children | 114 | 51 | 70 | 71 | 43 |

INTERVIEW SCHEDULE - KIDS-4

1. Overall, how would you grade the quality of current television programming available to you and your family. Would you grade it A, B, C, D, or F?

| | | |
|---|---|---|
| A | _____ | 5-1 |
| B | _____ | -2 |
| C | _____ | -3 |
| D | _____ | -4 |
| F | _____ | -5 |
| NS | _____ | -8 |
| NR | _____ | -9 |

2. Overall, how would you grade the quality of current children's television available to you and your family. Would you grade it A, B, C, D, or F?

| | | |
|---|---|---|
| A | _____ | 6-1 |
| B | _____ | -2 |
| C | _____ | -3 |
| D | _____ | -4 |
| F | _____ | -5 |
| NS | _____ | -8 |
| NR | _____ | -9 |

3. Are you familiar with a type of children's television programming called KIDS-4 or haven't you heard about it?

| | | |
|---|---|---|
| Familiar | _____ | 7-1 |
| Unfamiliar | _____ | -2 |
| NS | _____ | -8 |
| NR | _____ | -9 |

4. KIDS-4 is an experimental children's television service that is avalable in some areas around Dane County. With KIDS-4, children get to write, direct, pro-

duce, and act in their own TV shows. Children receive training from a group of adults, but the productions are done almost entirely by the children with minimal adult interference.

4. continued

Do you think your children or other children and youth in your community would benefit a great deal,somewhat,or not at all if such a service were available in your area?

| | | |
|---|---|---|
| A great deal | _____ | 8-1 |
| Somewhat | _____ | -2 |
| Not at all | _____ | -3 |
| NS | _____ | -8 |
| NR | _____ | -9 |

5. If this service were available to you, would you be very interested, somewhat interested, or not interested in programming like KIDS-4?

| | | |
|---|---|---|
| Very interested | _____ | 9-1 |
| Somewhat interested | _____ | -2 |
| Not interested | _____ | -3 |
| NS | _____ | -8 |
| NR | _____ | -9 |

6. If a "KIDS-4" type of service were available only through a cable television service, would you be much more likely, somewhat more likely, or not any more likely to subscribe to cable television if such a service were made available?

| | | |
|---|---|---|
| Much more likely | _____ | 10-1 |
| Somewhat more likely | _____ | -2 |
| Not any more likely | _____ | -3 |
| Already subscribe to cable | _____ | -4 |
| NS | _____ | -8 |
| NR | _____ | -9 |

7. Would you support or oppose the use of public funding for programs like KIDS-4?

| | | |
|---|---|---|
| Would support | _____ | 11-1 |
| Would oppose | _____ | -2 |
| No opinion | _____ | -3 |
| NS | _____ | -8 |
| NR | _____ | -9 |

8. If a service such as KIDS-4 were available in your community at a cost of $1 per month, how likely is it that you or someone in your household would buy it? Would you be very likely, somewhat likely, or not very likely to subscribe to this additional service?

| | | |
|---|---|---|
| Very likely subscribe | _____ | 12-1 |
| Somewhat likely subscribe | _____ | -2 |
| Not very likely subscribe | _____ | -3 |
| NS | _____ | -8 |
| NR | _____ | -9 |

Now I would like to ask you a few questions about your viewing habits and those of your family.

9. On the weekend, approximately how many hours a day is your television set turned on?

_____ 13 14

10. On weekdays before 4 p.m., approximately how many hours a day is your television on?

_____ 15 16

11. On weekdays after 4 p.m., approximately how many hours a day is your television on?

17
____ 18

12. What are your three favorite television programs?(PROBE FOR PROGRAMS)

19
1) _____ 21
22
2) _____ 24
25
3) _____ 27

13. How often do you watch (READ LIST FROM QUESTION 12)? Do you watch it regularly, occasionally, or rarely?

| | Regularly | Occasionally | Rarely | NS/NR |
|---|---|---|---|---|
| Program #1 | ____28-1 | _____ -2 | _____ -3 | _____ -9 |
| Program #2 | ____29-1 | _____ -2 | _____ -3 | _____ -9 |
| Program #3 | ____30-1 | _____ -2 | _____ -3 | _____ -9 |

14. How often do your children watch (READ LIST FROM QUESTION 12)? Do they watch it regularly, occasionaly, rarely, or never?

| | Regularly | Occasionally | Rarely | Never | NS/NR |
|---|---|---|---|---|---|
| Program #1 | ____31-1 | _____ -2 | _____ -3 | _____ -4 | _____-9 |
| Program #2 | ____32-1 | _____ -2 | _____ -3 | _____-4 | _____ -9 |
| Program #3 | ____33-1 | _____ -2 | _____ -3 | _____ -4 | _____ -9 |

15. If you were to rank all of the programs currently seen on TV in terms of their overall quality, which program would you give the highest ranking?

34
_____ 36

16. Again, if you were to rank all of the programs currently seen on TV in terms of their overall quality, which program would you give the lowest ranking?

37
_____ 39

17. In your opinion, what three television programs do your children most enjoy watching? (ACCEPT UP TO THREE RESPONSES.)

1) _____ 40 42 43

2) _____ 45 46

3) _____ 48

18. What programs, if any, do you forbid your children from viewing? (ACCEPT UP TO THREE RESPONSES)

1) _____ 49 51 52

2) _____ 54 55

3) _____ 57

Now, before we finish, I need some information for statistical purposes only.

19. How many children under the age of eighteen live in this household?

(RECORD BELOW)

| | # | Age |
|---|---|---|
| 1 | _____ 58-1 | _____ 59-60 |
| 2 | _____ -2 | _____ 61-62 |
| 3 | _____ -3 | _____ 63-64 |
| 4 | _____ -4 | _____ 65-66 |
| 5 | _____ -5 | _____ 67-68 |
| 6 | _____ -6 | _____ 69-70 |
| 7 | _____ -7 | _____ 71-72 |
| 8 or more | _____ -8 | _____ 73-74 |
| NR | _____ -9 | NR _____ |

20. What are their ages? (RECORD ABOVE)

21. What is your current marital status?

| | |
|---|---|
| Married | _____ 75-1 |
| Single | _____ -2 |
| Divorced | _____ -3 |
| Separated | _____ -4 |
| Surviving Spouse | _____ -5 |
| NR | _____ -9 |

22. What is the last grade or year in school you completed?

| | | |
|---|---|---|
| Less than high school (0-11) | ____76-1 | ____ |
| High School Graduate (12) | ____ -2 | |
| Voc/Tech (12+) | ____ -3 | |
| Some College (12+) | ____ -4 | |
| BA (16) | ____ -5 | |
| Graduate Work (17+) | ____ -6 | |
| NS | ____ -8 | |
| NR | ____ -9 | |

23. Do you currently subscribe to cable television?

| | |
|---|---|
| Yes | ____77-1 (SKIP TO Q. 25) |
| Not available | ____ -2 (SKIP TO Q. 25) |
| No | ____ -3 |
| NS | ____ -8 |
| NR | ____ -9 |

24. Why don't you subscribe? (DO NOT READ CATEGORIES)

| | |
|---|---|
| Low TV Viewer | ____ 78-1 |
| Cost | ____ -2 |
| Local TV is okay | ____ -3 |
| Afraid will watch too much | ____ -4 |
| No time for TV | ____ -5 |
| Other | ____ -6 |
| NS | ____ -8 |
| NR | ____ -9 |

25. For statistical purposes only, we need to know your approximate family income. I am going to read a list of income categories. Please tell me which one best described your family income before taxes for 1980?

| | | |
|---|---|---|
| Less than $10,000 | ____ | 79-1 |
| At least $10,000 but less than $20,000 | ____ | -2 |
| At least $20,000 but less than $30,000 | ____ | -3 |
| At least $30,000 but less than $40,000 | ____ | -4 |
| More than $40,000 | ____ | -5 |
| NS/NR | ____ | -9 |

26. Note sex of respondent

| | | |
|---|---|---|
| Male | ____ | 80-1 |
| Female | ____ | -2 |

Thank you very much for taking the time to talk to me. Your responses have been very helpful.

Time finished _____

Midwest Survey Research Institute, Inc.
School Questionnaire

Grade _____ 1-

School _____ 2-

1. How old are you? _____ 3-4

2. Are you a boy or a girl? _____ 5

3. If you watch television on Saturdays, about how many hours do you usually watch?

_____

4. If you watch television on Sundays, about how many hours do you usually watch?

_____

5. If you watch television on school nights, about how many hours do you usually watch?

_____

6. When you watch television does one of your parents watch with you most of the time, some of the time, or hardly at all?

Most of the time _____ 12-1

Some of the time _____ -2

Hardly at all _____ -3

7. Who usually decides what television programs you will watch? Do you decide, do your brothers and sisters decide, do your parents decide, or do you all decide together?

I decide _____ 13-1

Brothers and sisters decide _____ -2

Parents decide _____ -3

We all decide together _____ -4

8. Are there any programs on television now that you would not let your children watch if you were a mom or dad? Which shows are they?

_____ 14-16

_____ 17-19

_____ 20-22

9. Number one favorite show _____

_____ 23-25

10. Number two favorite show _____

_____ 26-28

11. Number three favorite show _____

_____ 29-31

12. Number one most disliked show _____

_____ 32-34

13. Number two most disliked show _____

_____ 35-37

14. Number three most disliked show _____

_____ 38-40

15. Did you watch a movie called Prom Night on television last week?

41 Yes _____ No _____

16. Did you watch the television program called She's a Good Skate, Charlie Brown last week?

42 Yes _____ No _____

17. Take a minute to think about the people you see on television, and write the name of the person you most admire.

_____ 43-45

18. What does this person do or say that makes you admire him or her? 46-49

_____

_____

_____

_____

19. Do you get cable television at your home?

50 Yes _____ No _____

20. Have you ever heard about a kind of children's programming called KIDS-4?

51 Yes _____ No _____

21. Do you watch KIDS-4 a lot, sometimes, or hardly ever?

52 A lot _____ Sometimes _____ Hardly ever _____

22. Do you like KIDS-4 a lot, a little bit, or not at all?

53 A lot _____ A little bit _____ Not at all _____

Appendix B

Schools Included In The
Dane County Sample Of Children

| School | City |
|---|---|
| Sacred Hearts Grade School | Sun Prairie |
| Saint Michael's | Dane |
| Edgewood Campus School | Madison |
| Western Koshgonong Lutheran | Cottage Grove |
| Oregon Middle and Elementary Schools | Oregon |
| Sun Prairie Junior High | Sun Prairie |
| Westside Elementary | Sun Prairie |
| Kegonsa Elementary | Stoughton |
| Yahara Elementary | Stoughton |

## Appendix C

### Table A

| Sample Percentage | Sample Size 300 | 200 | 100 | 75 | 50 | 25 |
|---|---|---|---|---|---|---|
| 50% | 5 | 6 | 8 | 9 | 12 | 17 |
| 30% or 70% | 4 | 5 | 8 | 8 | 11 | 15 |
| 20% or 80% | 4 | 5 | 7 | 8 | 9 | 13 |
| 10% or 90% | 3 | 4 | 5 | 6 | 7 | 10 |
| 5% or 95% | 2 | 3 | 3 | 4 | 4 | 8 |

Table A provides the information required for determining the confidence intervals around percentages. To illustrate the use, note that 47% of the respondents in the Dane County sample rated the quality of television as "C" (See Table II). Since the number of respondents who answered this question was 304, one checks under the column headed "300" and on the Sample Percentage row for "50%". It can be seen that sampling errors of up to 5 percentage points can be expected at the .90 level. This means that if one were to take repeated random samples of about 300 persons in Dane County, 90 per cent of the time the values obtained in these samples would be within plus or minus 5 percentage points of the true value.

SUN PRAIRIE COMPARED TO THE ENTIRE SURVEY

DEMOGRAPHIC CHARACTERISTICS OF THOSE SURVEYED

SEX

| | |
|---|---|
| MALES | 36.7% |
| FEMALES | 63.3% |

MARITAL STATUS

| | |
|---|---|
| MARRIED | 82.3% |
| SINGLE | 17.7% |

INCOME

| | |
|---|---|
| UNDER $20,000 | 35.4% |
| $20,000 TO $30,000 | 26.6% |
| MORE THAN $30,000 | 27.8% |

#1 HOW WOULD YOU GRADE THE QUALITY OF CURRENT TELEVISION PROGRAMMING AVAILABLE TO YOU AND YOUR FAMILY?

| | |
|---|---|
| A | NONE |
| B | 19.0% |
| C | 46.8% |
| D | 20.3% |
| F | 12.7% |

#2 HOW WOULD YOU GRADE THE QUALITY OF CURRENT CHILDREN'S TELEVISION PROGRAMMING AVAILABLE?

| | |
|---|---|
| A | 3.8% |
| B | 29.1% |
| C | 34.2% |
| D | 21.5% |
| F | 3.8% |

#3 FAMILIAR WITH KIDS 4

| | |
|---|---|
| YES | 43.0% |
| NO | 54.4% |

#4 FEEL THERE IS A BENEFIT WITH KIDS 4

| | |
|---|---|
| A GREAT DEAL | 26.6% |
| SOMEWHAT | 46.8% |
| NOT AT ALL | 10.1% |

#5 INTEREST IN KIDS 4

| | |
|---|---|
| VERY INTERESTED | 16.5% |
| SOMEWHAT INTERESTED | 56.4% |
| NOT INTERESTED | 22.8% |

#6 INTERESTED IN CABLE WITH KIDS 4

| | |
|---|---|
| MUCH MORE LIKELY | 3.8% |
| SOMEWHAT MORE LIKELY | 22.8% |
| NOT ANY MORE LIKELY | 41.8% |
| ALREADY SUBSCRIBE | 29.1% |

#7 WOULD SUPPORT OR OPPOSE PUBLIC FUNDING FOR KIDS 4

| | |
|---|---|
| SUPPORT | 65.8% |
| OPPOSE | 26.6% |
| NO OPINION | 7.6% |

PROGRAMMING SUN PRAIRIE ADULTS FORBID CHILDREN TO WATCH

HBO
VIOLENCE
MOVIES
SEX

MORE THAN ONE-HALF THOSE SURVEYED FORBID CHILDREN TO WATCH SOME PROGRAMMING

ADULTS FAVORITE SHOWS

DALLAS
SPORTS (FOOTBALL)
MASH
60-MINUTES
LITTLE HOUSE ON THE PRAIRIE
LOU GRANT

THE HIGHEST QUALITY SHOWS, ACCORDING TO ADULTS

60-MINUTES
LITTLE HOUSE ON THE PRAIRIE
MASH

THE LOWEST QUALITY SHOWS, ACCORDING TO ADULTS

THREE'S COMPANY
SOAP
CHARLIE'S ANGELS

CHILDREN'S FAVORITE SHOWS, ACCORDING TO ADULTS

SEASAME STREET
DUKES OF HAZARD
SATURDAY CARTOONS
CARTOONS, MISC.
POPEYE
FLINTSTONES

CHILDREN'S FAVORITE SHOWS, ACCORDING TO ADULTS(CONT)

LITTLE HOUSE ON THE PRAIRIE
MR. ROGERS
HAPPY DAYS
MASH
LEAVE IT TO BEAVER

RANDOM PHONE SURVEY OF DANE COUNTY WEIGHTED WITH SUN PRAIRIE NUMBERS

#1 HOW WOULD YOU GRADE THE QUALITY OF CURRENT TELEVISION PROGRAMMING AVAILABLE TO YOU AND YOUR FAMILY?

| | |
|---|---|
| A | 2.6% |
| B | 17.4% |
| C | 45.9% |
| D | 24.0% |
| F | 8.5% |

WITH A MEDIAN OF 3.136 THE PARTICIPANTS IN THIS STUDY EVIDENTLY FELT THAT THE QUALITY OF TELEVISION PROGRAMS WOULD PULL A GRADE OF C.

#2 WHEN ASKED TO GIVE A SIMILAR GRADE TO CHILDREN'S PROGRAMS, THE PARTICIPANTS EVIDENTLY FELT THAT THE PRODUCERS WERE DOING A LITTLE BETTER,

CURRENT CHILDREN'S PROGRAMMING GRADING:

| | |
|---|---|
| A | 11.9% |
| B | 28.2% |
| C | 29.3% |
| D | 15.4% |
| F | 6.1% |

#3 15.2% OF THOSE POLLED SAID THEY WERE AWARE OF KIDS 4
81.7% WERE UNFAMILIAR WITH THE PROJECT.

#4 A BRIEF DESCRIPTION OF KIDS 4* WAS THEN GIVEN TO THE PARTICIPANTS AND THEY WERE ASKED IF THEY FELT THAT CHILDREN IN THE COMMUNITY WOULD BENEFIT A GREAT DEAL, SOMEWHAT, OR NOT AT ALL IF SUCH A SERVICE WERE AVAILABLE.

32.3% SAID A GREAT DEAL
47.5% SAID SOMEWHAT
9.2% SAID NOT AT ALL

*KIDS 4 IS AN EXPERIMENTAL CHILDREN'S TELEVISION SERVICE THAT IS AVAILABLE IN SOME AREAS AROUND DANE COUNTY. WITH KIDS 4, CHILDREN GET TO WRITE, DIRECT, PRODUCE AND ACT IN THEIR OWN TV SHOWS. CHILDREN RECEIVE TRAINING FROM A GROUP OF ADULTS, BUT THE PRODUCTIONS ARE DONE ALMOST ENTIRELY BY THE CHILDREN WITH MINIMAL ADULT INTERFERENCE.

#5 WHEN ASKED IF SUCH A SERVICE WAS AVAILABLE WHETHER OR NOT THEY WOULD BE INTERESTED:

19.4% SAID THEY WOULD BE VERY INT$RESTED
53.6% SAID THEY WOULD BE SOMEWHAT INTERESTED
24.2% SAID THEY WOULD NOT BE INTERESTED.

#6 IF A KIDS 4 TYPE OF SERVICE WERE AVAILABLE ONLY THROUGH CABLE WOULD YOU SUBSCRIBE?

| | |
|---|---|
| 5.5% | MUCH MORE LIKELY |
| 14.2% | SOMEWHAT MORE LIKELY |
| 46.4% | NOT ANY MORE LIKELY |
| 27.3% | ALREADY SUBSCRIBE |

#7 WOULD SUPPORT OR OPPOSE THE USE OF PUBLIC FUNDING FOR PROGRAMS LIEK KIDS 4:

| | |
|---|---|
| 64.6% | WOULD SUPPORT |
| 27.1% | WOULD OPPOSE |
| 4.2% | NO OPINION |
| 4.2% | NOT SURE |

ADULTS FAVORITE SHOWS

| | |
|---|---|
| 20.2% | MASH |
| 18.1% | DALLAS |
| 13.1% | 60-MINUTES |
| 16.7% | NEWS |
| 11.3% | MOVIES |

THE HIGHEST QUALITY SHOWS, ACCORDING TO ADULTS

60-MINUTES
LITTLE HOUSE ON THE PRAIIRE
MASH
MASTERPIECE THEATER
20-20
LOU GRANT

THE LOWEST QUALTIY SHOWS, ACCORDING TO ADULTS

THREE'S COMPANY
DUKES OF HAZARD
DALLAS
CHARLIE'S ANGLES
SOAP OPERAS

CHILDREN'S FAVORITE SHOWS, ACCORDING TO ADULTS

SEASAME STREET
DUKES OF HAZARD
HAPPY DAYS
SATURDAY CARTOONS
MASH
CAPTAIN KANGAROO
LITTLE HOUSE ON THE PRAIRIE
MR. ROGERS
3-2-1 CONTEST
CARTOON-MISC.
MUPPETS
LEAVE IT TO BEAVER
INCREDIBLE HULK
DISNEY
SPECIALS
THREE'S COMPANY
EIGHT IS ENOUGH

CHILDREN'S FAVORITE SHOWS, ACCORDING TO ADULTS (CONT)

FLINTSTONES
THAT"S INCREDIBLE
SPORTS
POPEYE
THOSE AMAZING ANIMALS
MORK & MINDY
LOVE BOAT
DALLAS

PROGRAMMING ADULTS FORBID CHILDREN TO WATCH

VIOLENCE
MOVIES
HBO
SEX
SATURDAY CARTOONS & CARTOONS
DALLAS
THREE'S COMPANY
SOAP OPERAS
CHARLIES ANGLES

APPROXIMATELY ONE-HALF DO NOT FORBID CHILDREN TO WATCH CERTAIN PROGRAMS.

APPENDIX # 3

ABRIDGED VERSION OF BECHTOLT AND VEDRO REPORT

APPENDIX # 3 (RESEARCH, Surveys (Parents) page 8)

Abridged version of Bechtolt and Vedro report, CITY RESIDENTS' INTERESTS IN CATV and THEIR EVALUATION of POTENTIAL SERVICES NOW AVAILABLE to CATV SYSTEMS, a final report presented to the City of Madison Cable Regulatory Board Complete Channel TV, by Warren E. Bechtolt,Jr. and Steven R. Vedro, September, 1980.

"Another area of interest was households with children. Since children are a target audience of Nickelodeon and the subject of one of the proposed new services but were not themselves sampled, a special select analysis was also used. In this analysis we created separate samples of subscribers who had at least one child between the ages of one to 11 in their household. The procedure yielded a sample of 49 households (non-CATV) with children and 90 CATV households. This group of households with children represents 16% and 29% of the non-CATV and CATV samples. In both samples interest in a new service of"programs just for children"was high with 69% for non-CATV and 77% for CATV expressing a strong interest in those programs."

"The CATV households with children also showed some interesting marketing statistics related to this interest. Over one-third (39%) would be willing to pay at least one dollar extra per month for the children's programming, while 29% were willing to pay two dollars per month."

APPENDIX # 4

VEDRO REPORT

University of Wisconsin-Extension
Telecommunications Center

WHA Radio & Television
821 University Avenue
Madison, Wisconsin 53706
(608) 263-3970/263-2121

April 6, 1981

Ms. Nancy McMahon
KIDS 4
Highway C
Sun Prairie, WI 53590

Dear Ms. McMahon:

Enclosed is a copy of a memo to UW-Madison re interconnect options to area schools and CATV systems. Please note that all contours and line of sight readings are based on an elevation of 1450' AMSL (400' up on WHA tower) at Madison.

In order to access a Madison-based ITFS system KIDS 4 would have to FM microwave its signal back to the WHA tower. Microwave systems are in the $15-22,000 range for this application (dependent on frequencies available). Should a Madison interconnect emerge, tape bicycling should not be ignored as the most cost-efficient means of delivering non-live programming.

KIDS 4 could also "back feed" the Viking CARS band microwave. Transmission costs are dependent on whether Sun Prairie town sub-headend has direct line of sight to Stoughton. A small tower may need to be erected -- or a repeater at the main Sun Prairie tower could be installed -- costs for such a return line are also in the $20-22,000 range. Once the signal reaches Stoughton, it will have to be processed and injected into the system. Such equipment costs $3-6,000, should Viking expect KIDS 4 to pay for a dedicated midband channel (vs pre-empting Nickelodian systemwide), the $13,000 cost mentioned in the Madison study would also apply.

Low power television from Sun Prairie is also an option, but it will not provide a Grade A signal over Madison (even at 1000 wts). The Grade A at 1KW would cover the eastside and Monona, Grade B would add the isthmus and near west side, McFarland and Shorewood Hills. Given their willingness to erect high gain receive antennae, both CCTV and Viking could pick up a useable LPTV signal outside the Grade B level. Costs for a 1KW system is at least $100,000 -- assuming you locate a high tower and have to run 300-600' of transmission line to your antenna. The 100wt transmitter package would bring costs down to $60-70,000 minimum, but its Grade B would be equal to the 1KW's Grade A (green outline on map), and its primary value will be in reaching the Viking and CCTV headends -- if they want to carry your station.



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KIDS 4 might do best by placing its programs on one of the other LPTV stations applying for Madison licensing. One applicant -- Ms. Etta Hill, promises to "broadcast programs primarily aimed at children." It is clear that she is interested in the commercial Pay-TV or advertiser-supported programming in the evening hours, but might welcome the chance to air local children's television during the day. How to inferface KIDS 4 with a commercial venture is a separate issue.

I will be meeting with CATV and microwave equipment suppliers in the next few weeks and will be able to refine some of the above estimates. Please feel free to call on me for elaboration of any of the above points.

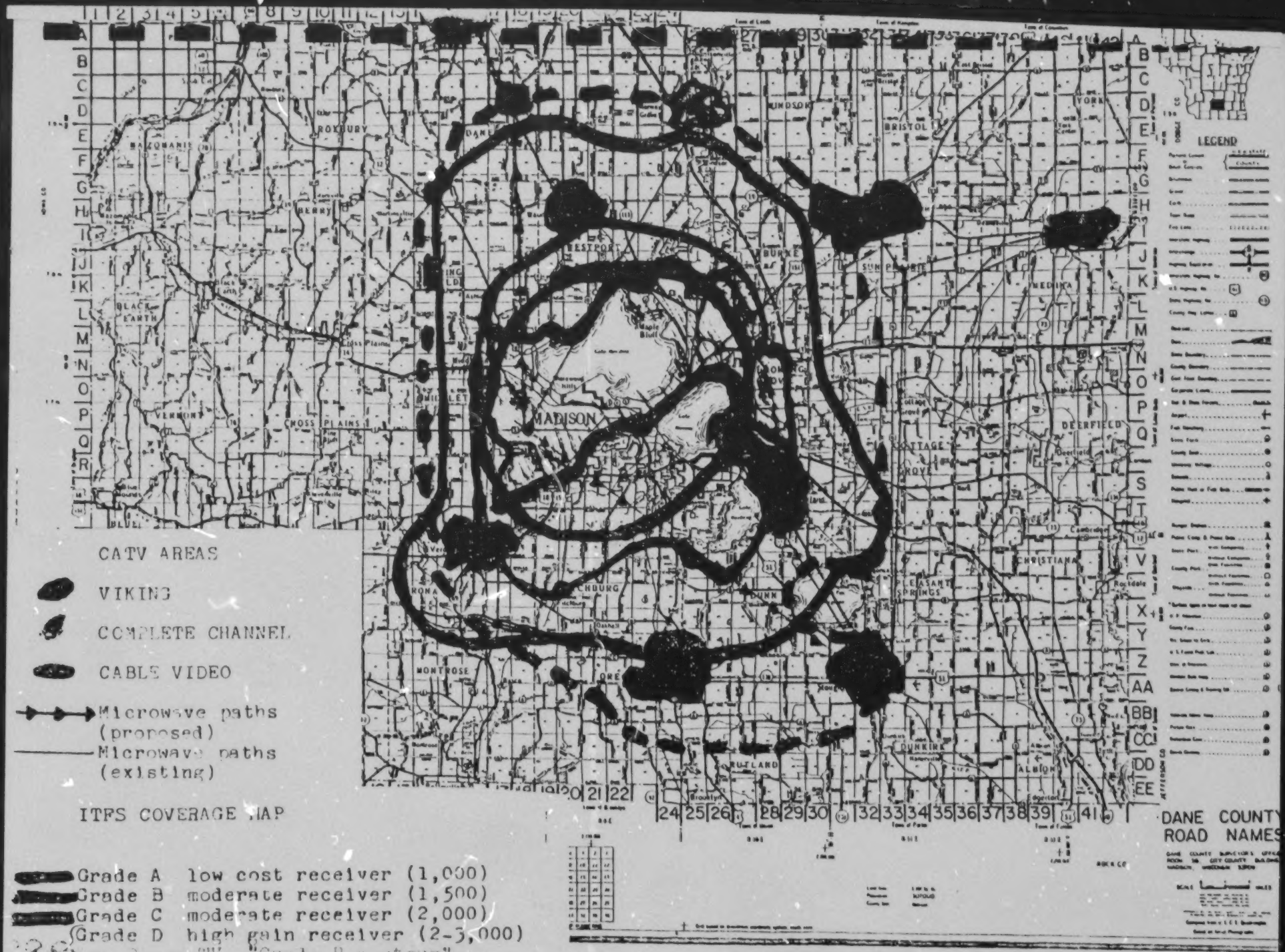
Sincerely,

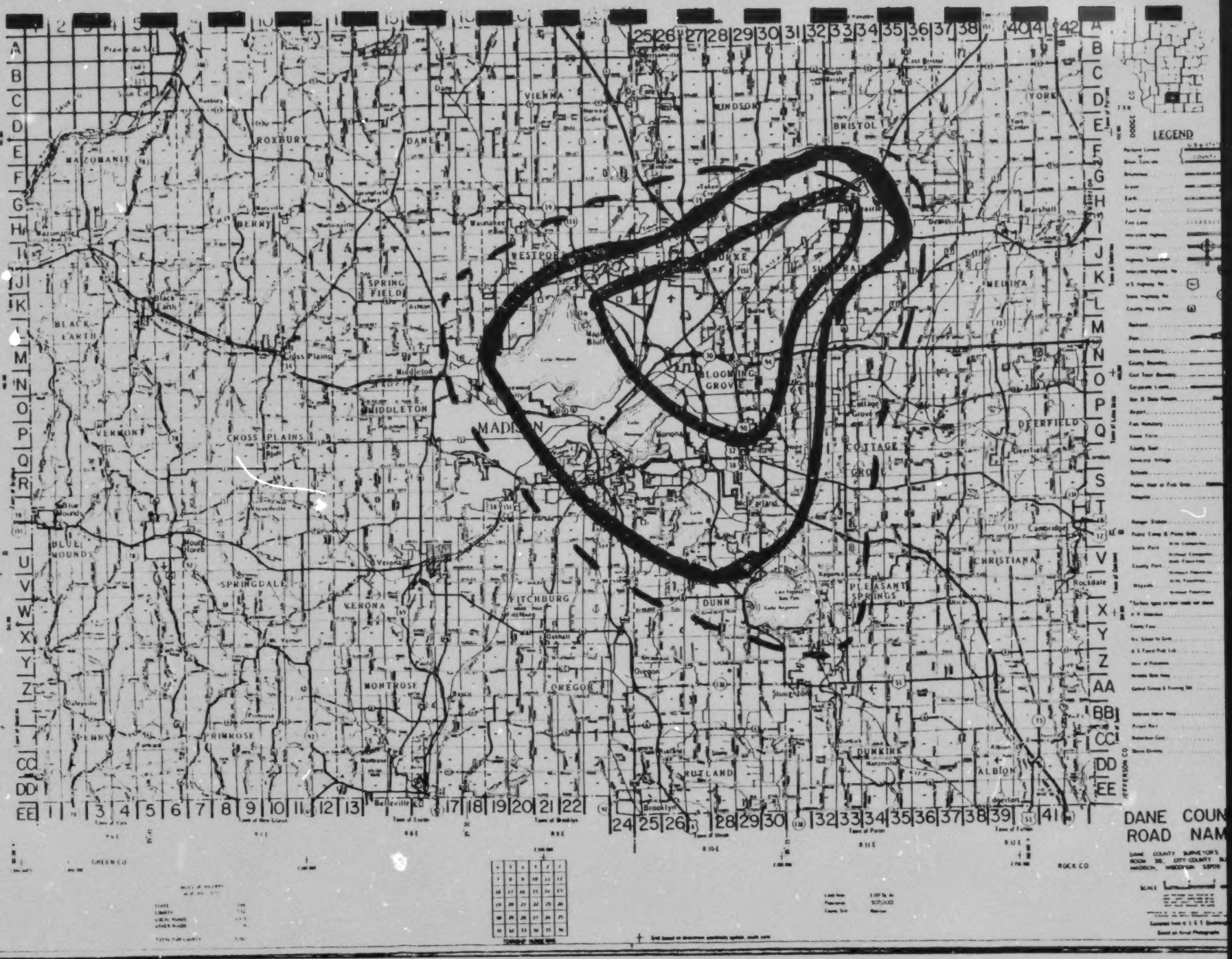
Steven R Vedro

Steven R. Vedro
New Technologies Planner

SRV:kd

Enclosure


MADISON
LEGEND
CATV AREAS
VIKING
COMPLETE CHANNEL
CABLE VIDEO
Microwave paths (proposed)
Microwave paths (existing)
ITFS COVERAGE MAP
Grade A low cost receiver (1,000)
Grade B moderate receiver (1,500)
Grade C moderate receiver (2,000)
Grade D high gain receiver (2-3,000)
DANE COUNTY ROAD NAMES


1980 DANE COUNTY STREET INDEX
LEGEND
DANE COUN
ROAD NAM
MADISON
VIENNA
ROXBURY
BERRY
WESTPORT
BLOOMING GROVE
DEERFIELD
COTTAGE GROVE
MIDDLETON
CROSS PLAINS
BLACK EARTH
SPRINGDALE
VERONA
FITCHBURG
OREGON
MONTROSE
PRIMROSE
BLUE MOUNDS
DUNN
PLEASANT SPRINGS
CHRISTIANA
DUNKIRK
RUTLAND
ALBION
BRISTOL
YORK
WEINIKA
SPRING FIELD
MAZOMANIE
GREEN CO
ROCK CO
JEFFERSON CO

UWEX University of Wisconsin-Extension
Telecommunications Center

WHA Radio & Television
821 University Avenue
Madison, Wisconsin 53706
(608) 263-3970/ 263-2121

March 27, 1981

Mr. Joseph Corry
Assistant Vice Chancellor
Room 358 Bascom Hall
University of Wisconsin
Madison, WI 53706

Dear Mr. Corry:

Enclosed is a copy of a memo regarding CATV interconnect options for WHA and UW-Madison. Since your office approved participation in the research studies (project #81236), I've met with Ellen Elms Notar on more than one occasion to update her on our progress. I've also met with her and Dean Samson to review the current regulations and technologies of ITFS, and have worked with Don Didcott of the School of Education's IMDC regarding interconnection of his facility with WHA (and then on to Complete Channel CATV).

It appears that while ITFS would put an acceptable signal over an area from Middleton to the west and Sun Prairie, Cottage Grove and Stoughton to the east (see map), almost all of the coverage area is already wired for CATV. Thus, if one's goal is reaching people in their homes -- or the central high school (which in most communities is provided with a cable drop) then CATV must be explored before duplicating efforts with ITFS. The big problem is how much will we have to pay Viking Cable for transmission costs. Having our own midband channel adds $13,000 to the package. ITFS, however, provides for four channels of programming, whereas it is highly unlikely that the CATV companies in this area will open up more than one channel for UWEX/UW-Madison interconnection.

Low Power Television is also an option for delivery of programming, but compared to CATV and ITFS it is the most expensive. The coverage area is about the same for an ITFS service, receiver costs are 10-20% of that required for ITFS antenna and downconverters, and UHF TV is much less affected by line of sight problems. However, transmitter costs are in the 140,000 dollar range. Since the University System also holds the license for Channel 21, someone else would have to be the official applicant for the low power station. It is also possible to approach some of the applicants for low power TV in Madison (who intend to use their service primarily as a pay-TV operation in the evening) regarding use of their facilities during the daytime hours.

I will be working with the CATV companies regarding interconnection. A combined UWEX/WHA and UW-Madison/School of Education approach will be most likely to convince the companies to put up some of the costs for receiving our fine service...now we have to work on the programming we want to promise for delivery over such a connection.

If there is any way I can be of further assistance please feel free to call upon me. I will keep your office appraised of any new developments regarding interconnection options.

Sincerely,

Steven Vedro

SV:kd

APPENDIX # 4a

MEMORANDUM TO CORRY AND ELMS-NOTAR

(within Appendix #4, pp. 2 & 3)

University of Wisconsin-Extension
Telecommunications Center

WHA Radio & Television
821 University Avenue
Madison, Wisconsin 53706
(608) 263-3970/ 263-2121

MEMORANDUM

TO: Joseph Corry
Ellen Elms Notar

FROM: Steven Vedro, WHA-TV, Technology Planner

DATE: March 27, 1981

RE: Interconnection of UWEX and UW-Madison and WHA-TV to Dane County Schools and/or CATV Systems

1. WHA has additional educational and cultural programming that it is unable to accommodate over Channel 21. Much of this material is delivered via satellite.

2. There is a demand for educational programming among both CATV and non-CATV viewers, especially college courses for credit, continuing and professional development, and how-to-do-it/family living materials. (see WHA survey).

3. WHA has been exploring the interconnection of its Cable Service (on Complete Channel CATV in Madison) with other CATV systems in the area. One of the questions asked by Cable operators is "what other programming can you deliver from the University?" Thus, WHA would like to deliver a dual service--both a public television alternative, and a University instructional service.

4. Interconnect Options

a. ITFS to individual high school locations, public buildings, etc.

ITFS is a low power "closed circuit" television service, from a central transmitter location to multiple receive sites. Each site must have a line of sight path to the transmitter and must be equipped with a special antenna and downconvertor. Receive site costs vary from $1500-2500/location.

Transmitter cost (if placed at existing WHA site): $41,000, including antenna, waveguide, tower mounting, etc.

Receive locations (within line of sight and power range): (Madison, Middleton), Verona, Waunakee, Monona, and McFarland. Stoughton, Oregon and Sun Prairie could also receive the signal, but would require higher cost receive facilities.



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| Cost per | Total | Transmission | Reception |
|---|---|---|---|
| System | $55,000 | $38,000 | $17,000 |
| Site (7) | 7,857 | 5,429 | 2,429 |
| Student (16K) | $3.44 | $2.38 | $1.06 |

b. ITFS TO CATV Headends, thence to schools via midband CATV channel

This method relieves each school from having to erect an ITFS receive system, but involves extra costs for a microwave transmitter at Stoughton in order to feed Viking Media's CATV subheadends. Schools would have to agree to make room for programming on their midband channels. Added locations include Dane/Lodi and Marshall.

| Cost per | Total | Transmission | Reception |
|---|---|---|---|
| *(1) System | $59,000 | $38,000 | $21,000 |
| *(2) System | 46,000 | 38,000 | 8,000 |
| (1) Site (9) | 6,555 | 4,225 | 2,335 |
| (2) Site | 5,110 | 4,225 | 890 |
| (1) Student (17K) | $3.47 | $2.24 | $1.24 |
| (2) Student (17K) | 2.70 | 2.24 | 0.47 |
| (1) CATV (8.5Khomes) | 6.94 | 4.47 | 2.47 |
| (2) CATV (8.5Khomes) | 5.76 | 4.47 | 0.94 |

c. (FM or CARS Band) Microwave from Complete Channel TV (Madison to carry WHA Cable Services to Viking CATV headend and thence via midband to schools (day) and homes (at night), excluding Waunakee, Dane, and Lodi.

This service is lower in cost, since it relies on existing transmitters at Complete Channel, but it makes the system totally dependent on the co-operating CATV companies -- whether by "good will" or cash contracts. However, almost the entire ITFS coverage area is wired for CATV, and thus ITFS might be a redundant investment.

* Receive costs are based on two scenarios:

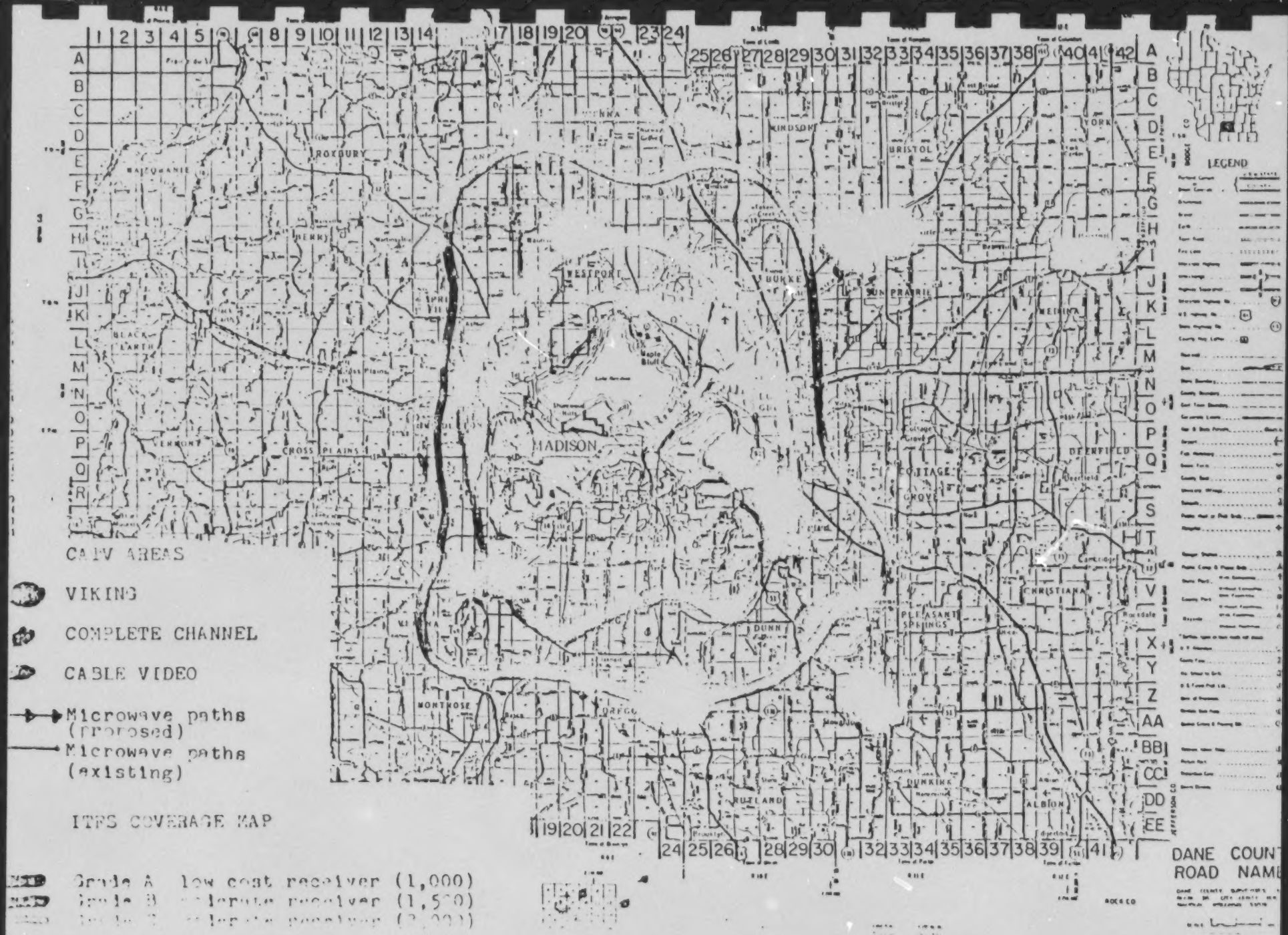
1. Viking charges us for a discreet midband channel.

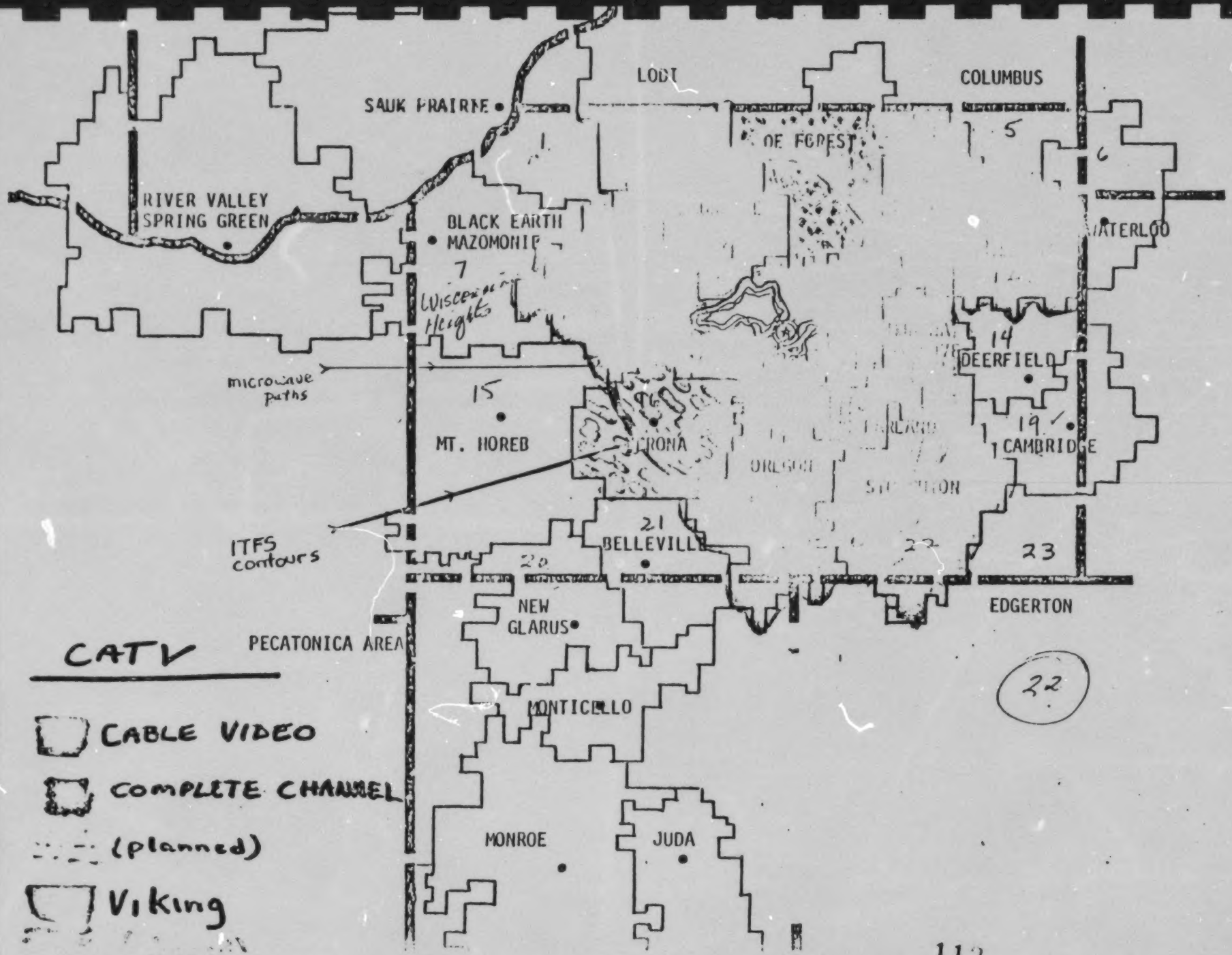
2. Viking provides the channel (either midband or on a shared basis with an existing service), we pay for receiver only.

| Cost Per | Total | Transmission | Reception |
|---|---|---|---|
| (1) System | $37,000 | $24,000 | $13,000 |
| (2) System | 24,000 | 14,000 | 10,000 |
| (1) Site + | 6,167 | 4,000 | 2,167 |
| (2) Site + | 4,000 | 2,333 | 1,667 |
| (1) Student (15K) | $2.47 | $1.60 | $0.87 |
| (2) Student (15K) | 1.60 | 0.93 | 0.67 |
| (1) CATV (8.0 K) + | 4.63 | 3.00 | 1.63 |
| (2) CATV (8.0 K) + | 3.00 | 1.75 | 1.25 |

(1) Pay for exclusive midband channel transmission
(2) Share channel (or Viking underwrites transmission)

+ = Lodi, Waunakee excluded from system


CATV AREAS
VIKING
COMPLETE CHANNEL
CABLE VIDEO
Microwave paths (proposed)
Microwave paths (existing)
ITFS COVERAGE MAP
Grade A low cost receiver (1,000)
LEGEND
DANE COUNT
ROAD NAM
MADISON
ROXBURY
WESTPORT
BURKE
SUN PRAIRIE
BRISTOL
DEERFIELD
COTTAGE GROVE
CHRISTIANA
PLEASANT SPRINGS
DUNN
MONTROSE
OREGO
DUNKIRK
ALBION
CROSS PLAINS
BLACK EARTH
PERRY
VIENNA
WINDSOR
YORK

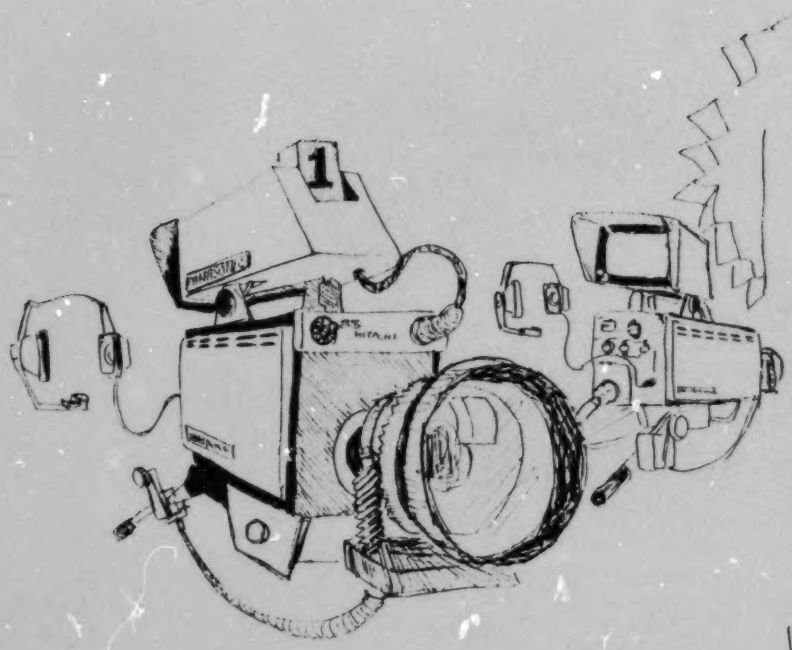

SAUK PRAIRIE
LODI
COLUMBUS
DE FOREST
RIVER VALLEY
SPRING GREEN
BLACK EARTH
MAZOMONIE
Wisconsin Heights
WATERLOO
microwave paths
MT. HOREB
DEERFIELD
CAMBRIDGE
ITFS contours
BELLEVILLE
EDGERTON
NEW GLARUS
PECATONICA AREA
MONTICELLO
MONROE
JUDA
CATV
CABLE VIDEO
COMPLETE CHANNEL
(planned)
Viking
22

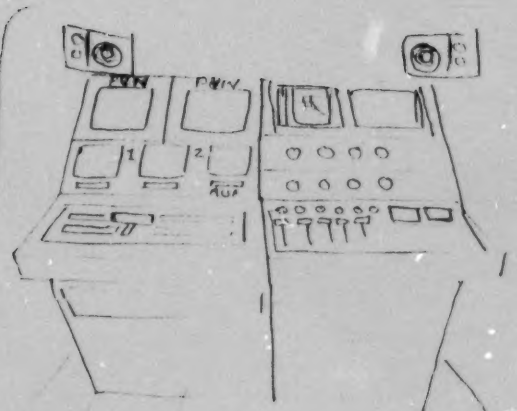
## ITFS RECEIVE LOCATIONS

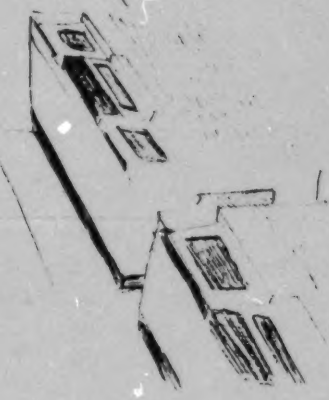
| Community | Miles | Grade | Tower | Receiver Costs (X1k) | Cable Company |
|---|---|---|---|---|---|
| Lodi | 18 | N/A | -- | -- | Cable Video |
| * Dane | 15 | C | low | $3 | Cable Video (headen |
| Waunakee | 10 | B | 102 | $2 | Cable Video |
| DeForest | 16 | C | med | $2 1/2 | (Complete Channel) |
| Sun Prairie | 18 | D | med | $2 1/2 | Viking |
| Marshall | 26 | N/A | -- | -- | Viking |
| Madison | 5 | A | low | $1 | Complete Channel |
| Monona | 10 | A | low | $1 1/2 | Viking |
| McFarland | 12 | A | low | $1 1/2 | Viking |
| Stoughton | 18 | D | high | $3 | Viking |
| * Stoughton (CATV) | 18 | D | high | $2 1/2 | Viking (headend) |
| * Fitchburg | 6 | A | med | $2 | Fitchburg (headend) |
| Oregon | 14 | C | med/hi | $3 | Viking |
| Verona | 6 | B | med | $2 | (Viking) |
| Cross Plains | 8 | N/A | -- | -- | -- |

APPENDIX # 5

PRELIMINARY SKETCH, PRODUCTION CENTER





PROPOSED MOBILE VAN UNIT

COST NEW (EA)

(2) or 1 GP 7 — $1,500.00 APPRX

2 CCU's

(1) GEN LOCK BOARD

1 VO 2800 — $3395.00 (7000)

2 FLEXIBLE CABLE ZOOM EITHER CONTROLS OR LENSES

2 TRIPODS

2 TOP MOUNT VIEWFINDERS W TALLY LIGHT (MAY BE PANASONIC)

1 AUDIO BOARD

(3) HEADSETS

2 AUTO AUDIO SPEAKERS

MICROPHONES

(1) SEP WAVE FORM MONITOR $1440.00

1 FOLDER POD

CABLES

CAMERA

VIDEO

POWER

MICROPHONE

Possible total cost $12,000

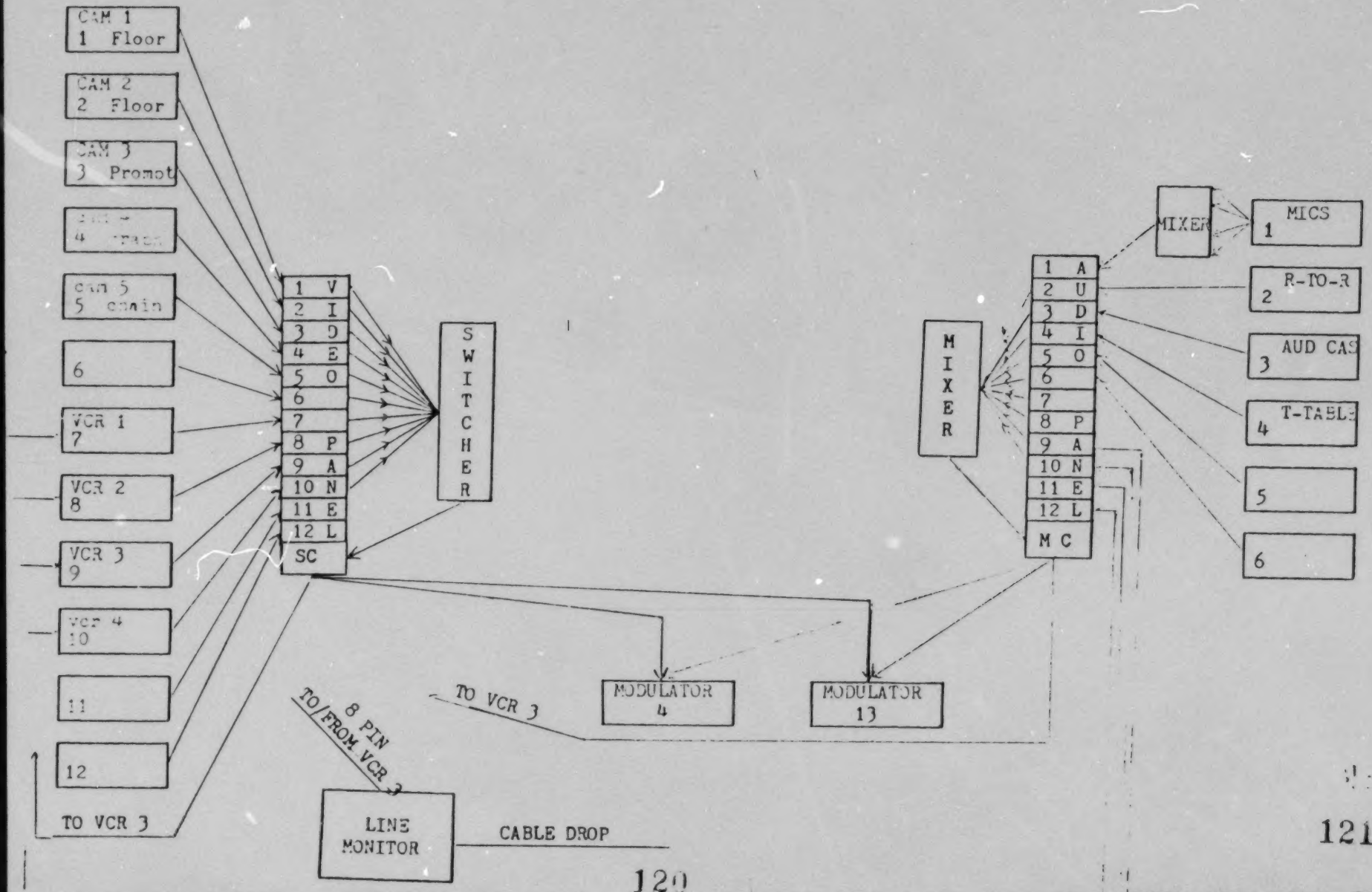
March 3, 1981

Eric:

The following items are currently, or will soon require, an electrical source in the KIDS 4 control room.

| | |
|---|---|
| 1 | Sync generator |
| 1 | Switcher |
| 1 | tri-monitor |
| 2 | camera power units |
| 1 | line monitor/receiver |
| 2 | Sony 2800 VCR's |
| 1 | ½" Sanyo VCR/timer |
| 2 | modulators |
| 1 | metro data |
| 1 | cassette audio recorder |
| 1 | Reel-to-Reel Audio Recorder |
| 1 | Turn-table |
| 1 | External timer |
| 1 | clock |
| 3 | Audio mixers (M-67, M-68) |
| 1 | Film projector - film chain |
| 1 | Slide projector |
| 1 | Teleprompter unit and light |

- Bob Rodriguez

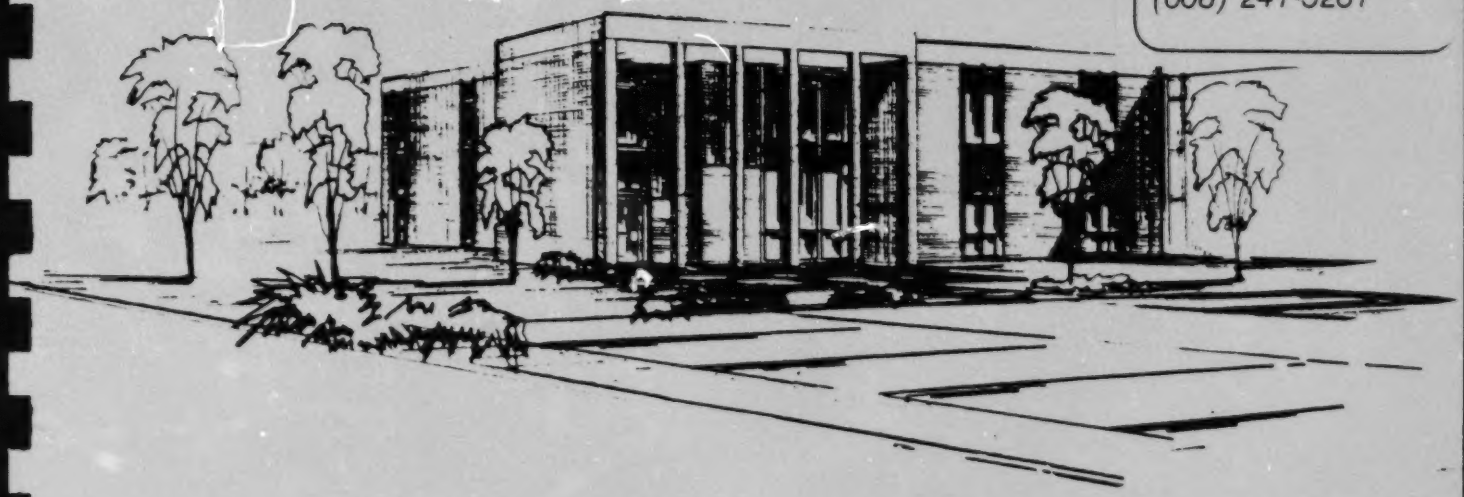

CAM 1
1 Floor
CAM 2
2 Floor
CAM 3
3 Promot
cam 5
5 cmain
6
VCR 1
7
VCR 2
8
VCR 3
9
VCR 4
10
11
12
TO VCR 3
1 V
2 I
3 D
4 E
5 O
6
7
8 P
9 A
10 N
11 E
12 L
SC
SWITCHER
MIXER
1 A
2 U
3 D
4 I
5 O
6
7
8 P
9 A
10 N
11 E
12 L
M C
MIXER
MICS
1
R-TO-R
2
AUD CAS
3
T-TABLE
4
5
6
MODULATOR
4
MODULATOR
13
TO VCR 3
8 PIN
TO/FROM VCR 3
LINE
MONITOR
CABLE DROP

Video Images

811 Mayfair Avenue
Madison, WI 53714

BILL McEVOY

(608) 241-5281



Video Images

# Video Images

811 Mayfair Avenue — Madison, WI. 53714 — (608) 241-5281

Video Images...with offices and service facilities in Milwaukee and Madison, is part of a national network of video products dealers dedicated to serve user's of video equipment with TOTAL ASSISTANCE... from start to finish.

Compare these outstanding Video Images services:

* COMPREHENSIVE PRODUCT LINE...a broad range of video products and accessories to meet your specific needs.

* PROFESSIONAL SERVICE STAFF...our team of video technicians and installers stand ready to provide that all-important, expert technical service.

* VIDEO IMAGES PRODUCTIONS...with our own full-color studio and mobile video van, we are ready to professionally produce your video presentation or provide editing and duplicating service.

* SYSTEMS DESIGN & CONSULTATION...complete equipment specifications and design that suit your exact applications.

* SECURITY/SURVEILLANCE SYSTEMS...small one-camera units or complete building or area surveillance systems to solve your security problems.

* RENTAL/LEASE PROGRAMS...rental units on a daily, weekly, or monthly basis, plus leasing programs for a complete system... anywhere in Wisconsin and in most major cities in the U.S.

* CUSTOMER ORIENTATION SESSIONS...thorough operator training is provided following system installation.

* FREE LOANER POLICY...during our in-shop service of equipment purchased from us, we will provide a free loaner unit for the duration of repair, if needed.

Whether your needs are for a first video player or recorder, a video surveillance system, expert repair service, production, videotape and accessories, update of your present equipment, or complete design and installation of a color video production system...Video Images offers the kind of professional customer services that have been proven time-after-time.

Join the many other's who have found Video Images is Wisconsin's video leader!



Member V.N.A.

- HISTORY -

Video Images is a registered business name of the H. W. Fuchs Agency, Inc., a family company founded in 1964, and incorporated in 1966. As the largest independent supplier of copy products in the state, with a host of major accounts including Rexnord, Harnischfeger and Allis Chalmers, we credit our success in one phrase: "Total Customer Service". This philosophy, we know, is the single most important product we can provide.

When the corporation decided to diversify its activities and choose the video industry in 1970, we introduced many new services to the market, such as free service loaners, prompt service response and enough parts inventory to assure fast turn-around of repair items. Today, almost eight years later and 46 employees strong, of which 21 are committed to Video Images only, we have become the largest and fastest growing video systems house in Wisconsin with the largest qualified technical staff assuring "Total Customer Service". Service after the sale has and will always be our first concern.

VIDEO IMAGES REPRESENTS...

ADVENT VIDEOBEAM ... AKAI ... AMCO ... ANTON-BAUER ... BELDEN ...
BLONDER-TONGUE ... BRETFORD ... BROADCAST ELECTRONICS ... BUHL ...
CANON ... CATEL ... CENTRAL DYNAMICS ... CINE-60 ... COMMAND PRODUCTS
...COMPREHENSIVE VIDEO ... COMTEC ... CONRAC ... COSMICAR ...
DAVIS & SANFORD ... DIGITAL VIDEO SYSTEMS ... DYNAIR ... DYNASCIENCES
... ESE ... ELECTROHOME ... ELECTROVOICE ... EMCOR ... FAIRCHILD ...
FUJI ... GENERAL ELECTRIC ... HME ... HITACHI-DENSHI ... ISI ... ITE ...
JVC INDUSTRIES ... JVC AMERICA ... JAVELIN ... JERROLD ... KLIEGL ...
KODAK ... LAIRD TELEMEDIA ... LISTEC ... LOWEL LITES ... LUXOR ...
MAGNAVOX ... MAGNETIC VIDEO ... MEMOREX ... MICROTIME ... MINCOM ... NEC
... OTARI ... PANASONIC ... PEERLESS ... PELCO ... PHILCO ... PHILLIPS
... PORTA PATTERN ... POWER OPTICS ... PROJECTION SYSTEMS ... Q-TV ...
QUICK-SET ... RCA ... RAMKO ... REYNOLDS/LETERON ... RICHMOND AUDIO ...
RICHMOND HILL ... ROBBINS ... ROSCO ... SANYO ... SETCHELL-CARLSON ...
SHARP ... SHINTRON ... SHURE ... SIGMA ... SINGER/GRAFLEX ...
SMITH-VICTOR ... SOUNDOLIER ... SPOTMASTER ... SYLVANIA ... TRI ...
TEKTRONIX ... TELEMATION ... TELEX ... TIFFEN ... TOSHIBA ... UNI-MEDIA
VICON ... VIDEO AIDS OF COLORADO ... VIDEO CONCEPTS ... VIDEO DATA ...
VIDEOTEK ... VISCOUNT ... WHEELIT ... WILSON ... WINSTED ... 3M ...
AND MORE.....

# PROPOSAL

Video Images

811 Mayfair Avenue – Madison, WI 53714 – (608) 241-5281

Date: January 9, 1979

Submitted To: Bob Rodriguez
City of Sun Prairie
124 Columbuss Street
Sun Prairie, WI 53590

Delivery: 30 days
Terms: N-30
F.O.B. Destination

| ITEM | QUAN. | MODEL | DESRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 1. | 2 | FP-1011 | Hitachi camera w/3 2/3 saticon, 7" tiltable viewfinder, CCV 50' camera cable and operator panel with paint pot. | | |
| 2. | 2 | A-404 | Hitachi vertica aperture for above camera | | |
| 3. | 2 | M10x16BRW-1 | Hitachi 16-160mm FL.8 cable drive auto iris zoom | | |
| 4. | 2 | T-10 | ITE tripod | | |
| 5. | 2 | D-7 | ITE dolly with cable guard | | |
| 6. | 2 | H-2 | ITE cam head | | |
| 7. | 2 | WA | ITE wedge adaptor | | |
| 8. | 2 | WP | ITE wedge plate | | |
| 9. | 2 | RH | ITE right handle | | |
| 10. | 2 | H25T | ITE top hat | | |
| 11. | 6 | HP-1 | Hitachi intercom headset | | |
| 12. | 1 | VT-300PS | Q-TV prompter system with extra long script table | | |
| 13. | 1 | 902 | ISI video production switcher | | |
| 14. | 1 | 666 | ISI key edger for above | | |
| 15. | 1 | 1242 | ISI RGB chroma keyer with key shadow | | |

This proposal as presented by Video Images is firm until February 28, 1979
DATE

Proposal Total $ 151,979.20

Submitted By: Bill McEvoy

WE HEREBY ACCEPT this proposal and agree to purchase the items as listed above and on any continuation pages attached hereto in accordance with the terms and provisions set forth on both sides hereof.

Company: _____

P.O. No. _____

Authorized Agent: X _____

Title: _____

Date: _____

SHIP TO: _____



Member V.N.A.

PROPOSAL CONTINUATION Date January 9, 1979 Page 2 of 4

NAME OF CUSTOMER City of Sun Prairie

| ITEM | QUAN. | MODEL | DESCRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 16. | 1 | 665 | ISI pointer generator | | |
| 17. | 3 | YM905-2RM | Hitachi dual 9" monitor rack mount with black level clamp with DC restoration | | |
| 18. | 1 | VM-12PRO | Videotek color program monitor 12" with DC restoration with pulse cross | | |
| 19. | 1 | 528 | Tektronix waveform monitor | | |
| 20. | 1 | 1420 | Tektronix vectorscope | | |
| 21. | 1 | 016-0115-02 | Tektronix bezel rack mount | | |
| 22. | 1 | WJ-225R | Panasonic 12x1 vertical interval switcher | | |
| 23. | 1 | 1020 | Microtime time base corrector with DOC kit and super transparency | | |
| 24. | 1 | D3016 | 3M video character generator | | |
| 25. | 1 | D3003 | 3M audio interface for above | | |
| 26. | 1 | | Video Images custom console with associated install, labor, hard-ware, cabling, etc. | | |
| 27. | 1 | 5300 | Laird 3 in 1 out multiplexer with stand | | |
| 28. | 2 | 5104 | Laird projector stand | | |
| 29. | 1 | 5107 | Laird projector shelf | | |
| 30. | 1 | 4220 | Laird dual drum dissolve slide projector | | |
| 31. | 1 | TV12M6 | Kodak 16mm TV projector with 3" lens, remote adaptor and 5108 stand. | | |
| 32. | 1 | 1506 | Laird rack frame | | |
| 33. | 1 | 2523 | Laird projector remote control | | |
| 34. | 1 | 2525 | Laird dual drum dissolve remote control | | |
| 35. | 1 | 5050 | Laird neutral density wheel with automatic light conrol | | |
| 36. | 1 | HV-1100A | Hitachi film chain color camera with 3 2/3" vidicons, 50 ft. cable CCV. | | |
| 37. | 1 | | Hitachi 50mm film chain lens | | |
| 38. | 1 | NV-9500 | Panasonic 3/4" videocassette editing recorder with dirct drive head motor. | | |

PROPOSAL CONTINUATION Date January 9, 1979 Page 3 of 4

NAME OF CUSTOMER City Of Sun Prairie

| ITEM | QUAN. | MODEL | DESCRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 39. | 1 | NV-9200 | Panasonic 3/4" videocassette recorder with direct drive head motor | | |
| 40. | 1 | WV-A950 | Panasonic edit controller | | |
| 41. | 2 | WV-5310 | Panasonic black and white monitors | | |
| 42. | 1 | IP-2 | Telemation mother board | | |
| 43. | 2 | TVA-524 | Telemation video D.A. | | |
| 44. | 2 | TAA-524 | Telemation audio D.A. | | |
| 45. | 5 | TPA-527 | Telemation pulse D.A. | | |
| 46. | 1 | TSA-525 | Telemation S.C. D.A. | | |
| 47. | 1 | WR-450 | Panasonic audio mixer, six mixer channels, 11 input with audio monitor with talk back | | |
| 48. | 1 | SL-1500 K kit | Spotmaster professional turn-table with arm and cartridge | | |
| 49. | 1 | 3200-RP | Spotmaster cart recorder with q trip in II | | |
| 50. | 3 | 635A | E.V. microphone | | |
| 51. | 2 | 649B | E.V. microphone | | |
| 52. | 3 | 411 | E.V. mike mouse | | |
| 53. | 3 | 422 | E.V. low profile desk stand | | |
| 54. | 3 | 301 | E.V. stand clamp | | |
| 55. | 2 | K0341MTV/ TLG | Diffusion light | | |
| 56. | 4 | K1832MTV/ TLG | Preparation light | | |
| 57. | 2 | K1837MTV/ TLG | Preparation light | | |
| 58. | 2 | K6953MTV/ TLG | Instrumentation light | | |
| 59. | 4 | K6959MTV/ TLG | Instrumentation light | | |
| 60. | 2 | K7033MTV/ TLG | Area light | | |
| 61. | 2 | K27692MTV | Diffusion frame | | |
| 62. | 4 | K36312MTV | Diffusion frame | | |
| 63. | 2 | K45140MTV | Roller stand | | |
| 64. | 2 | K48392MTV | Diffusion frame | | |
| 65. | 2 | K85381MTV | Barn door | | |
| 66. | 4 | K85641MTV | Barn door | | |
| 67. | 2 | K19x17MTV/ TLG | Extension cable | | |

PROPOSAL CONTINUATION Date January 9, 1979 Page 4 of 4

NAME OF CUSTOMER City of Sun Prairie

| ITEM | QUAN. | MODEL | DESCRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 68. | 1 | K0148MSTV | Diffusion material | | |
| 69. | 2 | CYV | 1000 watts lamp | | |
| 70. | 6 | EHF | 750 watts lamp | | |
| 71. | 2 | FDN | 500 watts lamp | | |
| 72. | 8 | FHM | 1000 watts lamp | | |
| 73. | 1 | K131019/ 2MTV | SCR dimmer bank | | |
| 74. | 1 | K5673MTV | Safpatch paner | | |
| 75. | 1 | K0348MTV | Control console with cable | | |
| 76. | 1 | K9623MTV | Remote plug box | | |
| 77. | 12 | K105184 MTV | TLG plugging strip | | |
| 78. | 2 | K103183 MTV | TLG wall box | | |
| 79. | 1 | 2926 | Additional portable dimmer pack | | |

# PROPOSAL

Video Images

811 Mayfair Avenue – Madison, WI 53714 – (608) 241-5281

Date: February 13, 1979

Submitted To: Nancy McMann
City of Sun Prairie
Sun Prairie, WI 53590

Delivery: 30 days
Terms: N-30
F.O.B. Destination

| ITEM | QUAN. | MODEL | DESRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 1. | 1 | C-201CK | Hitachi camera to VTR cable 6.28 ft. | | $ 81.00 |
| 2. | 1 | MD-112L | JVC omni-directional microphone | | 41.50 |
| 3. | 1 | VM-9 | Videotek 9" portable trinitron color monitor | | 725.00 |
| 4. | 1 | GP-5 | Hitachi color camera consisting of:<br>(a) Tri-electrode single tube color camera<br>(b) Camera head GP-5<br>(c) GM-1 electronic view finder<br>(d) AP-5 AC adaptor<br>(e) GR-5 hand grip<br>(f) V6x17 17 to 102mm f2.0 zoom lens<br>(g) C-301CA camera cable 10 ft. to VTR (desk type) with phono plugs<br>(h) RC-201 remote trigger cable to desk type VTR from AC adaptor | | $1,688.00 |

This proposal as presented by Video Images is firm until March 13, 1979
DATE

Proposal Total $

Submitted By: Bill McEvoy

WE HEREBY ACCEPT this proposal and agree to purchase the items as listed above and on any continuation pages attached hereto in accordance with the terms and provisions set forth on both sides hereof.

Company: _____

P.O. No. _____

Authorized Agent: X _____

Title: _____

Date: _____

SHIP TO: _____

130

Member V.N.A.

PROPOSAL CONTINUATION Date February 13, 1979 Page 2 of 2

NAME OF CUSTOMER Nancy McMann, City of Sun Prairie

| ITEM | QUAN. | MODEL | DESCRIPTION | UNIT PRICE | TOTAL |
|---|---|---|---|---|---|
| 4. | | | (i) DP-51 battery 1 hour capacity<br>(j) DCP-12 battery case<br>(k) BC-5 battery charger<br>(l) C-305DX universal VTR cable to operate all portable VTR's<br>(m) SP-5 shoulder brace | | |
| 5. | 1 | CR-4400U | JVC portable color video cassette recorder | | $2,850.00 |
| 6. | 1 | VT-350 | Akai portable black and white video cassette recorder | | $2,195.00 |

Donor

-15.00

APPENDIX # 6

NAMES OF INDIVIDUALS PERSONALLY CONTACTED BY NANCY McMAHON

## PERSONAL CONTACTS

Project Director Nancy McMahon received advice on programming, technical aspects, funding, and reaching minority contractors through a variety of personal contacts. These individuals are listed below.

Attorneys

Jack Aulik, Sun Prairie
Frank Eustice, Sun Prairie
James Greely, Washington, D.C.
David Walsh, Madison

Educational Communications Board (Wisconsin)

Anton Moe, Madison, Wisconsin Director
Paul Norton, Madison, Wisconsin Deputy Director

Educators

Samuel Betances, Professor of Sociology, Northeastern Illinois University
C. John Brammall, TCAE senior lecturer, Tasmania, Australia (Educational Psychology)
Robert Devenish, Sun Prairie, Wisconsin, Telecommunications Systems, University of Wisconsin, statewide
Eileen Guthrie, Austin, Texas, Southwest Center for Educational Television
Barry Orton, Madison, Wisconsin, Mass Communications, University of Wis.
E. Arthur Prieve, Director, Center for Arts Administration, University of Wisconsin

Industry

Jean Braunstein, ATC
David Devereaux, Madison, Wisconsin, Complete Channel
Norman DuBuc, Madison, manager, Viking Cable
Carl Kurcharski, Madison, Madison Area Access Center
Marjorie Nicholson, Madison, Wisconsin, Viking Cable (Community Relations)
Walter Schaar, Cox Cable
Steve Siehr, Madison, Wisconsin, Complete Channel TV
John Summerfield, Sun Prairie, Wisconsin, formerly of CPB and PBS, currently with WERU
John Schweitzer, Minneapolis, Minnesota, Associated Press (Business Dept.)
Paul Whiting, Madison, Wisconsin, Viking Cable(Community Relations)

WHA Technical Staff (as listed in Research, Technical Survey)

Other Media Specialists

Hector Aponte, Sr., New Yor City, LULAC
J. Michael Collins, Buffalo, N.Y., manager, WNED TV (PBS)
Robert Ellis, Tempe, Arizona, Manager, KAET-TV (PBS)
Dr. William Fore, New York City, National Council of Churches (Communications
Larry Johnson, Minneapolis, Abbott-Northwestern Hospital and Minneapolis Children's Health Center
Rosemary Lehman, Monona, WI., Monona Cable and author of Centering Television
Brian Mackness,Queensland, Australia, Children's Television
John Price, Madison, WI, Executive Director, Friends of Channel 21(PBS)
Ed Mansfield, St. Louis, Mo., Midwest Director, Equal Employment Opportunities Commission
Dr. Elizabeth Young, Washington, D.C. President, Public Service Satellite Consortium

Local Vendors--Project Director McMahon spent time investigating equipment possibilities with:
AVONIX
VIDEO IMAGES
VIDEO TAPE PRODUCTIONS, Inc. (Bob Larson)

Children's Channel National Advisory Board

Louis Barbash, Assistant Counsel, U.S. House of Representatives Committee on Banking, Finance, and Urban Affairs
Aida Barrera, Austin, Texas, Creator and Executive Producer Carrascolendas Faculty member, University of Texas
Dr. Robert Filep, Los Angeles,CA, Professor, Annenberg School of Communications, Consultant to Sesame Street and Electric Company
A.J.Hancock, Madison,WI, Madison Cable Regulatory Board, past President, Friends of Channel 21(1971-'72)
Evelyn Kaye, Englewood,'N.J., co-founder of ACT (Action for Children's Television) Author and Journalist
Mrs. Ralph McCanse, Madison,WI, Founder and member of Board of Directors, ACBB, National Board YWCA (1955-1970)
Yvonne Price, Washington D.C., Legislative Assistant, NAACP. Board member, Capital Press Club
Byron Reeves, Madison, WI, Research Associate, Mass Communications Research, Center, University of Wisconsin
Reinaldo Rivera, Cambridge Massachussetts, chairperson, National Latino Media Coalition
Marieli Rowe, Madison, WI, Executive Director, American Council for Better Broadcasts
Chris Sarson, Englewood, N.J., Producer and Creator of Zoom and Feeling Free
Margo Tyler, Washington, D.C., Member, Executive Committee, Advisory Council of National Organizations to the Corporation for Public Broadcasting. Consultant to Vegetable Soup
Dr. Harold Wigren, Washington, D.C., Consultant, National Education Association, President JCET (1969-70), Chairperson, Publi-Cable (1971-74)

APPENDIX # 7

INTERCONNECT PACKET

Rationale

Funding

BETTER BROADCASTS NEWS (ACBB's Newsletters about the Interconnect)

ACBB's Conference Program

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

PROPOSAL

July 9, 1981

# "KIDS-TO-KIDS": TOWARD A MEDIA WISE GLOBAL SOCIETY

An International Live Satellite Interconnect
Linking Children in Interactive Participatory Television

## I. Introduction

On the occasion of its 28th annual Conference, to be held in Washington, D.C. on October 15, the American Council for Better Broadcasts will focus on "Telecommunications in Our Everyday Lives - The New Challenge Toward a Media Wise Society"

Plans include an international interactive interconnect via satellite, linking children in the U.S. with children in Australia. We will follow the international interconnect with a panel assembled at the Conference to discuss the implications of this demonstration. The event will be documented for later distribution to all interested, both at the national and international level. The planned interconnect will be co-sponsored by ACBB and the National Federation of Local Cable Producers (NFLCP).

By means of this live demonstration of successful experiences developed by our two groups, we hope to bring to the Conference, as well as to the participants and another country, the excitement of what the new telecommunications technology can be in our everyday lives.

The major goal of the American Council for Better Broadcasts is the fostering of a media-literate society through the development of critical viewing skills. The Conference with its demonstration of television "By Kids For Kids" is a concrete showcase for this goal.

## II. Purpose

A. To illustrate and share the success of "television by kids for kids" in developing media-literate young people through live demonstrations by the KIDS-4 of Sun Prairie, Wisconsin, and KIDS ALIVE! of Bloomington, Indiana.

B. To demonstrate the essential role of new technology in making this approach possible and to test new experimental techniques for video teleconferencing.

C. To serve as a model for future interactive participatory television programming for children.

The satellite interconnect will be a live demonstration of what happens when children take an active part in the production of television programming. It will bring together children from the United States who have been engaged in television programming "by kids for kids", with children in Australia. The purpose will be to share their television experience as active participants as opposed to passive viewers of the media.

The event combines a new approach to children's television through interactive, participatory use, with the testing of new technology in telecommunications. Someday children in many other countries might communicate in similar and more innovative ways. It will increase international awareness of technological capabilities.

## III. Rationale

In answer to widespread concern about the impact of television on children, the American Council for Better Broadcasts has long encouraged the development of media literacy in young people. The objective is to help them to acquire the critical viewing skills that will put them "in" rather than "under" the control of the media they consume.

The philosophy is premised on the observation that while children do indeed learn from what they see, what television teaches them depends on the learner and can be influenced and modified through guidance and education. Thus it may be that the most important thing is not what children see, but rather what they do with it.

It is clear that critical viewing skills are an essential necessity for the generations to come, who will have to cope with an increasingly complex "information society". We are convinced that children can be helped to walk into this future equipped with the tools for intelligent, discriminating use. The goal is a self-generated rather than outside control. The most effective means is an active, participatory involvement in television programming.

New technology in telecommunications is changing the very nature of our traditional broadcasting industry, and most significantly, changing the options for utilization. Nowhere is this more evident or more welcome and needed than in the realm of our young viewers. We are convinced that we are at a turning point which, if appropriately used and recognized, can change television in the lives of our children from an essentially passive activity in which the child is merely a spectator, to an active role in which he or she can be a creative participant.

KIDS-4: The Sun Prairie Children's Channel, sponsored by ACBB together with the city of Sun Prairie, Wisconsin, represents an innovative approach toward this goal. Now in its third year of operation, KIDS-4 is a channel reserved exclusively for children and run entirely by young people aged 8-13. Adult supervision is limited to technical training and adult influence is kept to

a minimum. The young people become writers, producers, audio-operators, camera personnel, talent and critics as well as programmers for the channel and the experience they gain provides unique opportunities to become more knowledgeable viewers with a better understanding for quality and the search for excellence.

KIDS ALIVE!: As a program by and for school-aged children and whose goals are clearly the same as KIDS-4, KIDS ALIVE! seeks to provide children with the television experience as an active participatory activity as well. The KIDS ALIVE! program, under the guidance of its creator Don Smith, is sponsored by the Bloomington Public Library as part of its Public Access channel. It differs in this respect from KIDS-4 in that other-than-children's programs are also seen on the channel while KIDS-4 is a channel reserved exclusively for children by explicit mandate of the Sun Prairie cable franchise.

## IV. The Plan for a Live Satellite Interconnect

There is widespread interest in the concept of "television by kids for kids" such as we have described above, as a model for innovative approaches to the television experience:

### A. International Phase

On the international scene, the concern about the impact of TV on children is often met by varying degrees of programming control through government regulation. But inasmuch as such control is only a partial answer to the problem, the need for developing media literacy is being recognized. The approach of the Children's Channel is of great appeal. Since KIDS-4 went into operation three years ago, there has been a steady flow of visitors from abroad, notably from Australia, South America, Belgium, Sweden, Holland and Germany, and the desire exists in some of these countries for a Children's Channel as well.

Thus there has been enthusiastic interest for this teleconference. It is particularly appropriate as part of the ACBB Fall Conference as it combines the various elements which make up the purposes of this 28th annual Conference:

1) It demonstrates how communications technology affects our everyday lives, and it does so through the very use of new technology. (i.e., the teleconference per se as a tool for communication)

2) It offers the opportunity to illustrate the KIDS-4 concept at work as a vital approach to the children's television of today and tomorrow, that is, active participatory involvement in television programming and production.

   An important part of this is the sharing of our experience with others who have a concern for the impact of TV in children's lives and are enthusiastic about the concept of an "active" versus "passive" approach to the television experience.

B. Domestic Implications

In the United States, where the issue of children and television continues to touch the raw nerve of the American public, even after innumerable attempts at solutions by citizens' groups, regulatory agencies and Congressional committees, there is today a growing realization that a major solution lies in the viewer's approach to the medium. At ACBB's 1979 Conference, "Toward a Media-Wise Society for the 1980's", FCC Commissioner Abbott Washburn spoke about the need to develop critical viewing skills and concluded that "TV literacy is the road to TV excellence." And Senator Harrison H. Schmitt (R-NM) at that same conference singled out "the damaging effects of passive television on the young" as possibly the "most critical, unanswered challenge" to be overcome. "The only answer" he stated, "is interactive television, if we are to realize the full educational potential of this exciting medium."

Responding to these challenges, ACBB will extend the impact of the KIDS-TO-KIDS demonstration by making it available to U.S. audiences as well.

V. Proposed Agenda (International Interconnect)

Date: Thursday, October 15, 1981
(The Conference per se will be held at Capitol Holiday Inn on this day.)

Place: Originates from Washington,D.C. area (either at the site, or carried live to the Conference)

Length/Size: One hour internation live two-way video interconnect

Participants: Children of KIDS-4, Sun Prairie, Wisconsin and KIDS ALIVE! of Bloomington, Indiana, will provide leadership in U.S. and will interact in exchange of ideas with children in Australia.

Programming: Will be developed, designed and carried out by the children. Technical feasibilities must be checked out with adult advisors.

VI. Proposed Agenda (U.S. Component)

The U.S. Component is projected as a two-hour event incorporating the international interconnect into the first hour as a "live" demonstration to be followed by a reactor panel at the Conference site. The event will be documented by videotape for national distribution.

VII. Costs and Budget

* Cost estimates are in the process of being developed. We anticipate a total of 50K.

* It is expected that each participating country will contribute its own cost component.

* For the U.S. Component, donated services and underwriting must be found. The cooperative efforts with the NFLCP include help in finding financial resources and in coordinating the participation of KIDS ALIVE! of Bloomington, Indiana, in the Interconnect.

* Added to the budget will be an allocation for video documentation of the event.

* The NFLCP will also work with ACBB to implement the national distribution of the international interconnect.

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

COST ESTIMATES

"KIDS-TO-KIDS" INTERNATIONAL LIVE SATELLITE INTERCONNECT

| I. First Hour (International Two-way and Domestic One-way) | Each Share U.S./Australia | Both U.S. & Australia Total Cost |
|---|---|---|
| A. To link up between Moree Earth Station and U.S. Earth Station outside D.C. See * breakdown attached. | $ 4,383.49 | $ 8,766.98 |
| plus audio link for technical coordination @ $4/minute | 120.00 | 240.00 |
| B. Link-up at Earth Station to downtown microwave TOC, 2-way. Based on U.S. tariff. See ** attached | 603.76 | 1,207.52 |
| C. Access from Holiday Inn, D.C. to downtown microwave TOC, 2-way and similar Mt. Tamborine to TOC there. (Estimated, not actual) | 2,500.00 | 5,000.00 |
| D. Production Costs at each end. (Estimated) | 1,500.00 | 3,000.00 |
| SUB-TOTAL: | $ 9,107.25 | $18,214.50 |

| II. Second Hour (Domestic Only: One-way video with audio return) | |
|---|---|
| A. Domestic Satellite (one hour) | $ 700.00 |
| B. Access Holiday Inn to downtown D.C. microwave TOC (estimate), one-way. | 1,500.00 |
| C. Access downtown TOC to Domsat Earth Station, one-way. Based on Comsat figures. See ** attached. | 301.88 |

| | | | |
|---|---|---|---|
| | | Carry over | $18,214.50 |
| D. | Production Costs - one hour, one-way. | 1,750.00 | |
| E. | Downlinks to Remote Sites (ca. 10) estimate: | 1,500.00 | |
| F. | Audio Coordination (based on international fee) | 240.00 | |
| G. | Call-in phone lines (estimate) | 2,000.00 | |
| H. | Advance preparation, Remote Sites | 1,500.00 | |
| | SUB-TOTAL | $ 9,491.88 | 9,491.88 |
| III. | Other Costs | | |
| A. | Video Documentation of Event | 4,500.00 | |
| B. | Publicity and Advance Preparation | 3,000.00 | |
| C. | Administration (travel, phone, etc.) | 3,000.00 | |
| D. | Cost of bringing Kids to D.C. (10 children?) | 8,000.00 | |
| E. | Consultants | 1,500.00 | |
| | SUB-TOTAL | $18,500.00 | 18,500.00 |
| | TOTAL | | $47,706.38 |

Attachment to Cost Estimates for "Kids-to-Kids" Interconnect

## Breakdown of Costs

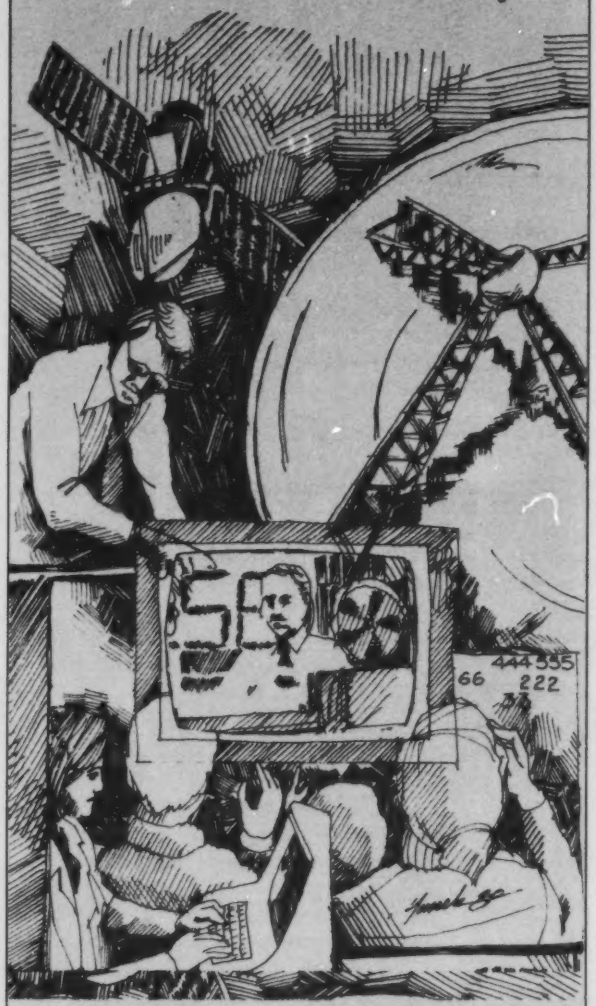
| *Costs Between Moree Earth Station & U.S. Earth Station at D.C.: | One-Way | Two-Way |
|---|---|---|
| 1. Uplink Moree to Pacific Satellite | $2,780.00 | $5,560.00 |
| 2. Downlink Pacific Satellite to Jamesburg, CA | 634.00 | 1,268.00 |
| 3. Jamesburg to San Francisco (Station connection fees and Interexchange channel) | 269.49 | 538.98 |
| 4. Domestic Satellite San Francicso to D.C. | 700.00 | 1,400.00 |
| TOTALS | $4,383.49 | $8,766.98 |

**Costs between Earth Station and Downtown

| | | | |
|---|---|---|---|
| Microwave - based on U.S. tariff between COMSAT's Etam Station and AT&T Technical Operations Center downtown D.C. (13th Street) | | 301.88 | 603.76 |
| Station connection, one hour | $101.65 | | |
| Interexchange channel D.C. - Earth Station | 116.13 | | |
| D.C. Station Connection | 84.10 | | |
| One-Way per Hour: | $301.88 | | |

# Telecommunications In Our Everyday Lives —

# The New Challenge Toward A Media Wise Society




28th Annual Conference

**American Council for Better Broadcasts**

**FINAL SCHEDULE**

Thursday, October 15, 1981 • Washington, D.C.

## JOIN US FOR AN HISTORIC FIRST!

**Television by Kids for Kids.**

A unique event: children linked across space in television programming which they themselves have developed, designed, produced, and engineered.

An international, interactive satellite interconnect is planned, linking children in the U.S. with children in Australia in a live studio demonstration.

WATCH how children, using modern telecommunications, not only cross cultural barriers, but also become active rather than passive viewers by producing their own programming.

THEN REACT with adult experts to the children's demonstration.

This dramatic event will illustrate the success of the ACBB experiment in developing media-literate young people . . . made possible by new technology!

**New Technology In Our Everyday Lives**

Other program highlights will focus on new technology in daily application in business, travel, entertainment and education. The telecommunications revolution is a reality of life. It is changing our daily existence and is challenging people all over the world.

**As a member of this growing "global society" this Conference is for you!**

**1981**
**ACBB Conference**

**Opening Reception**
**And Sponsor Recognition Awards**

Wednesday, October 14 5:30-8:00 p.m.
COMSAT Headquarters
950 L'Enfant Plaza, S.W.
Washington, D.C.

*During the reception, a limited number of tours will be available for viewing INTELSAT's satellite operations center and COMSAT's launch control center. Space is limited so send your registration slip in now.*

*The 1981 Sponsor Recognition Awards, given annually by ACBB since 1965, will be presented during the reception.*



## PROGRAM

ACBB 28th Annual Conference

**"Telecommunications in Our Everyday Lives: The New Challenge Toward A Media-Wise Society"**

Thursday, October 15, 1981

Capitol Holiday Inn, 55 C. Street, Washington, D.C.

8:00 **Registration**

9:00 **Kids-To-Kids International Satellite Demonstration**
Sun Prairie, Wisconsin **KIDS-4**, Bloomington, Indiana **KIDS ALIVE!**, and **children from Brisbane, Australia**
(NOTE: Due to "on-air" nature of this session, doors will be closed at 9 AM sharp. Please be on time.)

10:00 **Reactor Panel** to the satellite demonstration
Participants: **Abbott Washburn**, Federal Communications Commission
**Dr. Joseph Pelton**, Executive Assistant to the Director, INTELSAT
**Evelyn Payne Davis**, Vice President for Community Education Services, Children's Television Workshop
**Dr. William Fore**, Assistant General Secretary for Communications, National Council of Churches

AM Session
Moderator: **Dr. Delbert Smith**, Senior Vice President, Corporate Affairs, Communications Satellite Corporation (COMSAT)

11:30 **Annual Membership Meeting**: Election of officers

11:40 Visit displays and demonstrations/Cash bar

12:30 **Luncheon and Keynote Address**
Speaker: **Robert Wold**, President, Wold Communications
Presiding: **Genevieve Finnigan**, President, ACBB

2:00 **The New Technology In Application**
Participants: **Pierre du Vair**, Vice President, Irving Trust, New York
**Dr. Elizabeth Young**, President, Public Service Satellite Consortium
**Judith Elnicki**, Vice President for Public Affairs, Satellite Television Corporation

PM Session
Moderator: **Wallace Dunlap**, Vice President, Westinghouse Broadcasting Company

3:15 Break

3:30 **The New Challenge Toward A Media-Wise Society**
Speaker: **Les Brown**, Editor, Channels of Communications

4:15 **The Summing Up**
Participants: Les Brown, Del Smith, Joseph Pelton, William Fore, other speakers of the day, and the audience

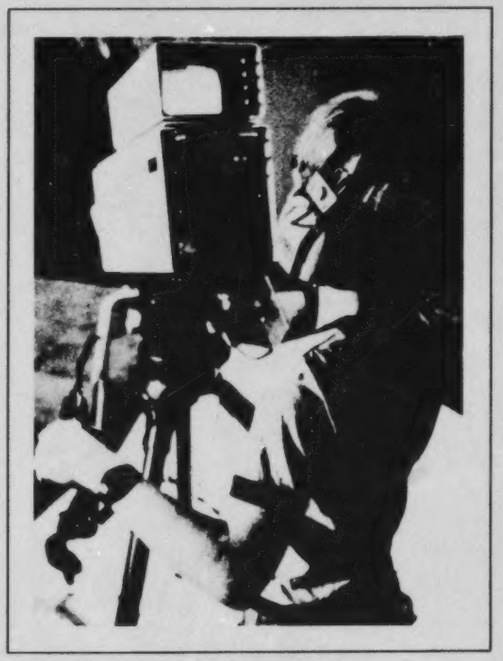
4:45 Adjournment

## DONORS

This event has been made possible by major support from the following companies:

**Westinghouse Broadcasting Company**
**Holiday Inn Video Network**
**Cox Cable Communications, Inc.**
**National Broadcasting Company**
**The Standard Oil Company**

Additional Sponsorship has been provided by **WISC-TV** and **WIBA/WIBA-FM** in Madison, Wisconsin.



### About The American Council for Better Broadcasts

ACBB is a national, non-profit consumer's organization which coordinates the efforts of individuals and local, state, and national groups to improve *by educational means* the quality of electronic media programming.

The ACBB philosophy is to strive toward a Media-Wise Society.

**ACBB 28th Annual Conference • Return this Registration Form:**

LAST CHANCE TO REGISTER!

Name: _____
(as you wish it to appear on your name tag)

Title: _____

Organization (if applicable): _____

Address: _____ Telephone: ( _____ ) _____
area no

City _____ State _____ Zip _____

Number of Reservations desired _____

**NOTE:** Rooms at the Holiday Inn will only be guaranteed until September 25 though they may still be available after that time. Conference registration forms and fees will be accepted at the ACBB office until October 8, 1981.

• You are invited to join ACBB and take advantage of the member rate. Send or call for membership information.

_____ ACBB members @ $35.00 each = $ _____

_____ Non-members @ $45.00 each = $ _____

Total enclosed $ _____

Names of additional registrants:

_____

_____

_____

Make check payable to ACBB and mail to:

**Conference**
**American Council for Better Broadcasts**
120 East Wilson Street, Madison, WI 53703
Telephone: (608) 257-7712

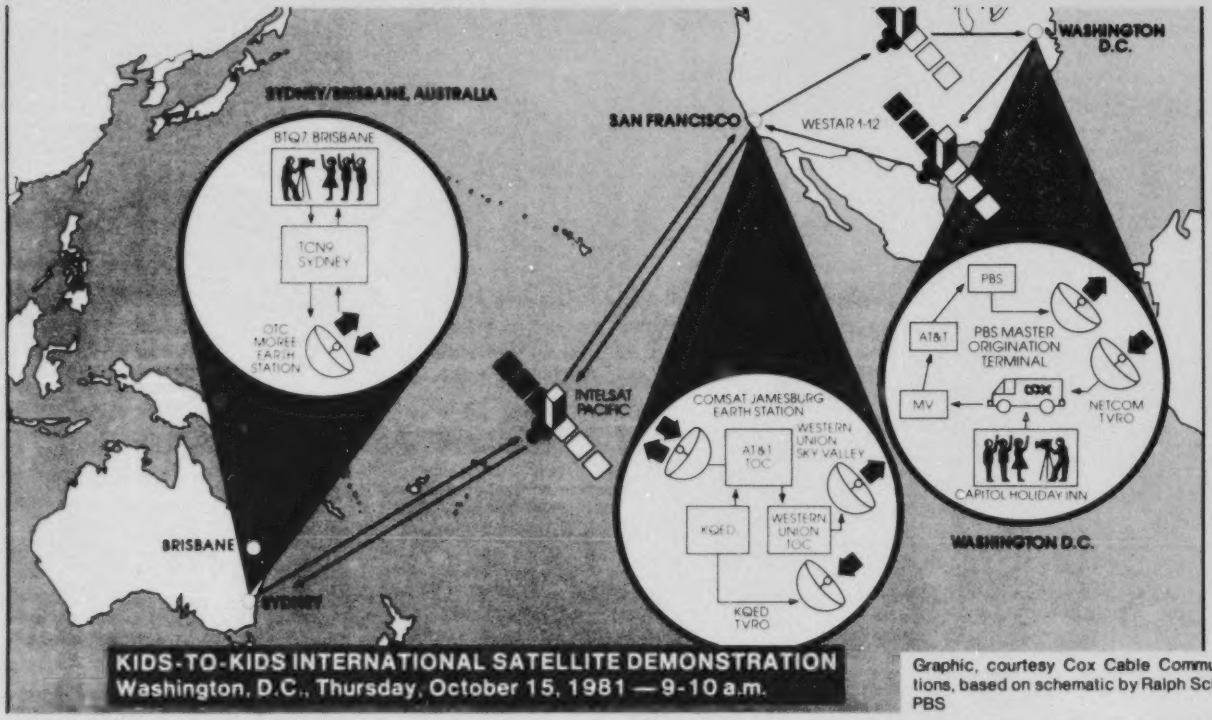
acbb BETTER BROADCASTS NEWS

120 E. WILSON ST. MADISON, WIS. 53703 TEL. (608) 257-7712

NOVEMBER-DECEMBER, 1981 VOL. 28, NO. 2

# Kids Meet Across Space — 100,000 Miles

## Highlights of ACBB's 28th Conference




Graphic, courtesy Cox Cable Communications, based on schematic by Ralph Schuetz, PBS

Above we show the path of the satellite interconnect across the miles from our conference in Washington, D.C. to the studio of Channel 7, Brisbane, Australia.

Picking up the live-on-stage action in the Clark Room of the Capitol Holiday Inn (see upper right at Washington, D.C.), the signal was carried by cable to the Cox Cable production truck parked just outside in the courtyard of the hotel.

From here, the Mobil-Video Company (MV) picked up the signal in its truck parked side by side with the Cox truck, and carried it via microwave over a circuitous route to PBS Headquarters at L'Enfant Plaza. PBS then took over via its fixed microwave interconnection to its satellite ground station outside Washington, D.C., which sent the signal up to the Western Union Satellite, WESTAR I, 22,300 miles above the Earth's surface.

Aboard transponder No. 12 of WESTAR I, the signal was transmitted to the satellite receiving dish at San Francisco's public television station KQED, and again via microwave (Using AT&T facilities) to COMSAT's earth station at Jamesburg on the coast of California.

At Jamesburg, COMSAT picked up the signal and transmitted it up to the Pacific Ocean INTELSAT satellite and on down to the Australian earth station at Moree near Sydney, Australia.

Finally from Moree the signal travelled via land lines (microwave) to the studios of Channel 7, Brisbane, where the Australian children received it and responded.

Their messages back to the U.S. travelled in the reverse direction using landlines and a second transponder on the INTELSAT satellite to Jamesburg, and back to San Francisco via AT&T microwave.

From this point on, the return feed to Washington differed from the route out: going directly to the Western Union's Technical Operations Center (TOC), then to the Western Union uplink at Sky Valley, the signal was transmitted via Western Union's WESTAR III satellite, directly to the on-site satellite dish located in the courtyard of the Capitol Holiday Inn. The transportable, receive-only dish which was temporarily installed here, could receive the signal, and deliver it to the Cox production truck which in turn brought the Australian signal into the conference room where it was seen on large screen receivers by the Washington group and the conference participants.

# Thank You!

ACBB expresses sincere thanks for their help with the SATELLITE DEMONSTRATION ... to Dr. Joseph N. Pelton and Dr. Delbert D. Smith for their steadfast encouragement, advice and support throughout the year. To Ralph Schuetz, PBS; Walt Schaar, Cox Cable Communications, Inc.; Tom Hildebrand, Cox Cable Communications, Inc.; Walt Munro, Comsat; A. J. Stotler, Comsat; Ian Duncan, Brisbane, Australia, for their technical assistance. To Nancy McMahon, ACBB/KIDS-4; Brian Mackness, Creative Youth Enterprises, Australia; Dina Heslap, Channel 7, Brisbane, Australia; Dana Burton and Don Smith, KIDS ALIVE! for their help with production. And to the crew: The Children of KIDS-4, KIDS ALIVE!; and the Australian group, supported by Bob Rodriguez, Dan McMahon, Nancy McMahon, Sharon Garrett, Mr. and Mrs. Robert Kerwin, Bob Bubholz and Debra Dahlke.

For their part in making the CONFERENCE a success, we gratefully recognize the many individuals who have worked tirelessly in helping to make this 28th Conference of the ACBB possible, among them: the Advisory Committee; Genevieve Finnigan, ACBB President, Susan Fosdick, Nancy McMahon, Dr. Harold Wigren, Walt Schaar, Wallace Dunlap, John Price and Dr. John Cameron. And the many others, including Joan Maynard, John Malm, Alice Brown; Andy Boehm-Publicity; Rollie Fenz-Public Relations/Washington, D.C.; Mary Anne Banta-WATCH; Mini Murphy, Jeanne Myers, Sue McHugh, Petie Rudy, Donna Baranowski and Helen Dailey of the Wisconsin Association of ACBB; Margie Nicholson; Paul Whiting-Photographer.

Special thanks to Genevieve Finnigan for her faith in the project, her staunch backing, her unfailing encouragement; and Phyllis and Edwin Young for their personal generosity.

In deep appreciation,

Marieli Rowe

Marieli Rowe
Conference Coordinator

## What They Were Saying ... At And About The Conference

"I do want to take a minute to congratulate and thank ACBB. I go back to 1960 with them, when I was running Gilligan's Island opposite Huntley Brinkley and Walter Cronkite and I was one of the few commercial broadcasters who had the guts to show up at their meeting and I'll say this for them, even then they were positive and I knew where they were coming from. But I'm just pleased that ACBB is continuing to carry the goals and the ideals that Leslie Spence originated." **Tony Moe, Executive director, Wisconsin Educational Communications Board.**

"I've attended more than 150 receptions in Washington, D.C. but never one as beautifully done as this." **Dr. Harold Wigren, Ret., Director of Communications, National Education Association.** "We could not agree more!" **g.f.**

"Congratulations on making it happen! ... This was an historic and fascinating event." **Abbott Washburn, FCC Commissioner**

" 'Kids to Kids' was a magnificent example of what the future holds for quality broadcasting in terms of viewer involvement. The children's diplomacy and patience were a wonderful example for international communications!" **Heather Harney, Conference participant**

"I knew when I saw the pre-conference program, that if it went off as planned, it would be a thrilling experience. And it was! This prompted my application for Life Membership in ACBB." **J. E. Rowe, Florida.**

The thing that satellites do not do, of course, is they do not in any way provide programming content — they're merely a delivery vehicle. In our business where we buy and sell transponder time as well as other types of carrier facilities, we refer to it as electronic freight forwarding. ...

The earth station development has been vital to the industry. Now this happened very quickly for cable, but it has been a lot slower in broadcasting with the exception of PBS. In the case of commercial broadcasting, none of our three major networks have yet gone into distribution by satellite to their affiliates. But the affiliates now have begun to put in earth stations like crazy. It's growing very rapidly and the reason for it is, they're looking for alternative sources of programming." **Robert Wold, Luncheon Speaker**

**Note:** A full report on the afternoon portion of the Conference, including the text of Les Brown's speech, will appear in the next issue of **Better Broadcasts News.**

ACBB 28th Annual Conference

**"Telecommunications in Our Everyday Lives: The New Challenge Toward A Media-Wise Society"**

**Conference Speakers**

### AM Session Panel

**Abbott Washburn,** Federal Communications Commission
**Dr. Joseph Pelton,** Executive Assistant to the Director; INTELSAT
**Evelyn Payne Davis,** Vice President for Community Education Services; Children's Television Workshop
**Dr. William Fore,** Assistant General Secretary for Communications; National Council of Churches

Moderator:

**Dr. Delbert Smith,** Attorney at Law, Washington, D.C.

Luncheon and Keynote Address

**Robert Wold,** President; Wold Communications

### PM Session

**The New Technology In Application**
**Pierre du Vair,** Vice President; Irving Trust, New York
**Dr. Elizabeth Young,** President; Public Service Satellite Consortium
**Judith Elnicki,** Vice President for Public Affairs; Satellite Television Corporation

Moderator:

**Wallace Dunlap,** Vice President; Westinghouse Broadcasting Company
**The New Challenge Toward A Media-Wise Society**
**Les Brown,** Editor, Channels of Communications

## And Here They Are, The Interconnectors (Ta-Da!)

**Australia, THE WOMBATS:** Wayne Lyngkuist, Peter Davison, Sandrene LLabres, Liesel Baddorek, David Imrie, Scott McNab, Kay Lam, Christine Davis.

**United States, KIDS-4:** Mike Daugherty, David Fabie, John Garrett, Tom Gehrmann, Chris Kerwin, Anne O'Brien, Becky Weirough, Glenn Zweig, Steve Funk, Mike Kennedy.

**KIDS ALIVE!:** David Alexander, Kerri Brinson, Erich Greenebaum, Sheanin McConnaughy.

28th Annual ACBB Conference

# Kids-To-Kids Satellite Interconnect: Prologue To A Farther Vision

by Susan Dreyfus Fosdick

A persistent tension pervaded the studio set. The children were alert and in their respective places on stage, and as technicians and crew members. The audience was seated, hushed, and cautiously optimistic.

"Lights, camera, action" — a heaving pause ... and then the reality of what we'd all worked a year to accomplish.

"Hello everyone in Washington. We'd like to start this program by showing you Australia. **Here we are!**"

The international satellite interconnect between children in Brisbane and our own KIDS-4 and KIDS-ALIVE! had begun.

Despite the incredible capabilities in telecommunications today, live studio production has a quality of anticipation and immediacy; an element of unpredictability that will always be there, regardless of new technological advancements.

As with all live production, there are difficulties which can't be anticipated. Shortly into the program it was announced that a mechanical failure would make it impossible to show the video tape created by the American children for the Australians.

As several of the morning panelists who evaluated the program all seemed to agree, the breakdown in equipment actually encouraged the children to interact and participate in a more honest and spontaneous way. And they did beautifully.

I was one of the privileged few to actually see the ill-fated tape later, a wonderful piece of highly animated audio-visual poetry created by the kids at a pinball arcade one afternoon. It was to have set the stage, to have provided, in part, the motivation for their subsequent discussion of computers, electronic games, and the current Rubik's cube mania in America.

The tape itself was such a marvelous statement from the children because it was created completely by them; concept, scripting, taping and editing. It exemplified the "by kids for kids" essence of what the interconnect was all about. It is indeed unfortunate that the Australian children and our conference audience missed that element of the programming, because it would have provided a significantly entertaining addition to the total picture. (Perhaps it can be included in any future video documentation of the event.)

Brian Mackness, who set up the Australian side of the interconnect, and who had worked closely with KIDS-4 some time ago, unobtrusively slipped onto the stage after the breakdown occurred to provide a momentary focus and realignment for the children. "So what do you do when they put you on a television station and it has a breakdown?" he asked. A chorus of excited voices responded upon one another: "ad lib ... panic ... manage ... when you're on live, you just keep on going!" and that they did.

During the actual program when continuity broke down, a few seconds seemed an eternity — an endless, enormous void of inactivity.

In reviewing the video tape after the fact, I realized something quite enlightening. The missed cues and falterings seemed so much less significant to me than they did the day of the conference. And more importantly, it was apparent that the children had never really felt the anxieties much at all — truly a testimony, I believe, to the value of their own "media literacy" level of achievement.

In the early sixties, while my father was a communications professor at the University of Wisconsin, I participated in the first intercontinental satellite classroom hook-up. A high school class in West Bend, Wisconsin interacted with a class at the Lycee' D'Henry Quatre High School in Paris, France. It was a tremendously historic event in telecommunications, the first teleconference involving an exchange between young people of different cultures.

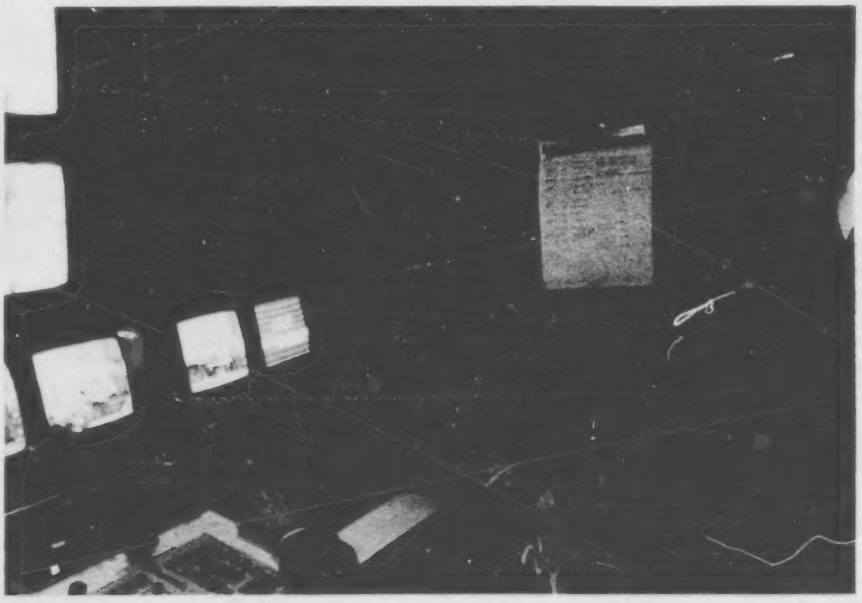
That 1963 interconnect was totally different from our interconnect this year. Our children are media wise. They are trained technicians, producers, directors, on-air talent, crew. Their skills are not refined, but the familiarity and the knowledge is there. I was simply a pawn in a program conceived and orchestrated by adults. I knew nothing of media literacy then.

But the two interconnects were also remarkably similar in a way, primarily, I surmise, because children **are** children. When ultimately unemcumbered by preplanned scripts and format, the dialogue began flowing freely. And we asked each other the identical questions, though nearly two decades separated the respective groups. "What is your favorite television program? ... What kind of music do you like? ... Who's your favorite rock group? ... "

While watching our interconnect in Washington, I suddenly had the most profound revelation that the real significance of my experiences that day in 1963 has eluded me all these years. Only now, after taking part in the ACBB conference, have I begun to understand where we've come from in this industry called telecommunications, and how frighteningly fast we're headed wherever we're going.

The 28th Annual ACBB Conference, well over a year in the making, so truly

*Continued on Page 10*



# The Experts Comment on the Demonstration: From the Reactor Panel

**Opening Remarks:**

**Abbott Washburn:** I think this extraordinary day is a landmark day, because things are happening here that have never happened before: Interactive, educational television between two countries; children using the medium — not being used by it.

It's a little preview of the World Communications year coming in 1983: Here we have a demonstration of using the satellite technology for the benefit of mankind. These young people who are using this with a "hands-on" experience are going to approach television in their later years, from an entirely different perspective than those who have just sat as passive pawns throughout their early years.

I think we cannot blame the technologies that come along (for the changes they bring) but we have to blame ourselves for how we use them. Here you have a group of people that are on the growing edge of how to use this particular medium in the most exciting and rewarding way.

**Geoffrey Price:** Here, it seems that television is being used; and television is not using, children.

**Evelyn Davis:** Among educational messages, some are very appropriate for TV, others are not. But if you take non-broadcast and broadcast equipment together, you're going to have a totality that's very interesting.

**Bill Fore:** I'm interested in the role that television as a phenomenon, is playing in our society. It has seemed to some of us that television is creating a whole alternative reality in our society ... I'm particularly interested in the way TV is separating us ... from reality; from face-to-face interrelationships; and is substituting ... new kinds of electronic relationships. I want to know what this means in the future, to our kids: So I'm interested in the overall impact of this kind of an (interactive) television phenomenon and what it's going to mean when these kids are no longer kids.

**Joe Pelton:** We are looking at a landmark situation. Something new; something that's not been done before.

**Walt Schaar:** "There are a lot of people who've had something to do with this (telecast) .. you see, this was a family enterprise! On behalf of Cox Cable, we were very pleased to be able to take part ... (in the kids') ... interactive creation with their counterparts in Australia ..."

And speaking for the president of Cox Cable, Mr. Schaar said that the essence of his message was that "all broadcasters should really move right in step with the ACBB toward media literacy. We should applaud them for what they did today. ... The cable part of the industry has a better chance than any other form of media at this point, to let kids become actively involved."

*The Panel: FCC Commissioner Abbott Washburn; Dr. Joseph Pelton, INTELSAT; Dr. William Fore, National Council of Churches; Evelyn Davis, Children's Television Workshop; Geoffrey Price, Deputy Ambassador of Australia; Dr. Delbert Smith, Moderator.*

**First Reactions,**
after watching the demonstration:

**Dr. Delbert Smith:** "Magnificent technical performance! ... In the ten years that I've watched the NASA decade of experimentation ... I've experienced countless attempts at interactive communication like the one we had this morning, where we've all sat and waited, and we waited, and we waited — and nothing happened!

"And I think that the way our children performed this morning is something that we all ought to think about: The tape machine went down — they went on anyway. This was more, in my judgement, the interactive nature of communication, than even an extensive use of videoclip and film. This is the beginning to what it's all about. It was very significant and very good in that respect."

**FCC Commissioner Abbott Washburn:** "A beautiful example of media literacy here! These young people were anything but passive! They were **really** active in dealing with this medium. They were informative; they dealt with it with humor; and they were resourceful; they got a hold of ideas, and they projected ideas half way around the world. This is the exact opposite of passive use of the medium. And if we're successful in developing critical viewing skills among young people, either through this way or through other ways in the classroom and in the home, with parents, so that children become discriminating in their use of the medium, then that will eventually lead to excellence of the medium, because these young people with this kind of experience are not going to just accept "fluff" when they're adults."

**Evelyn Davis:** "What I saw this morning, was the demystification of technology ... which I think, is very significant. When television first began to be used in the schools in this country, many teachers were afraid of the television set and were reluctant to use it. That reluctance has been overcome to a great extent ... But when you think about the more advanced technology, when you think about the fears that adults have when learning something that children take to, so quickly, so rapidly, it portends all kinds of things for the future."

**Dr. William Fore:** "The kids did a tremendous job, given the technical mysteries we were all experiencing.

"I learned that one of the most valuable aspects of the interactive mode is probably ... to have as little of the machinery in the technology in the way as possible. ... It was — (as you said, in-

*continued on next page*

*Continued from page 4*

deed) even more effective interactive because the tape machine broke down. . . . The very fact that it broke down began to show the vulnerability . . . began to project the reality of the kids from this side . . . (Indeed) I think for two-way to be effective you've got to be (spontaneous) otherwise there's no point in it."

**Geoffrey Price:** "It was extremely interesting in that there was a live exchange between one group of children in the United States and a group of children in Australia. . . . There did come across in both directions a spontaneous exchange between the children themselves. And that was the importance of it."

**Joseph Pelton:** "I saw both hope and serious concern. Interactive television holds out some hope for an active type of information and an opportunity for kids to derive something that's really meaningful, and to demystify television information."

### The Panel Expressed Concerns:

**Fore:** " . . . that once again we're seeing a demonstration of what could be . . . but between the demonstration and the reality of what happens is a huge gap. I'm afraid that what we're going to get is the reality of the reruns distributed even more cheaply than now by the airlines. . . . I'm concerned about the economic realities and how those are going to affect what I think are the social needs."

**Pelton:** " . . . what are the economic realities . . . what will this technology be used for? Will it be more and more of the same thing? Or will indeed these new technologies allow social and purposeful things to be accomplished? . . . I'm not certain of what the answer is."

**Price:** " . . . where do we go in the future . . . brings up the question of quality . . . One could be very critical of many (TV) shows — and some of them are really quite terrible. But I wonder whether in fact we don't get what we demand. We ought to look at the fundamentals of education where it's not simply a question of **"media"** literacy, which is a phrase I've been hearing today — but a question of literacy itself — an education to demand standards that are of a higher intellectual level . . . and the first step is to insure that our children are taught really to read and write. . . . "

**Washburn (reply):** "We must (indeed) begin somewhere. And this was the beginning — a very important beginning. Television is the most powerful, the most awesomely powerful of all the media . . . To have a society that understands the medium — that knows how to use it, that has a hands-on experience with it, as these young people showed us today that they do, this is the beginning."

**Fore:** "I think that the key to the success of what we've seen demonstrated today really lies in making some conscious public policy decisions."

### And in Conclusion:

**Evelyn Davis:** (Do I think it was necessary for the children to be behind the cameras and do the directing?) "Of course it could have been done without . . . it . . . but not as well. Because the children were operating the equipment, . . . all of them were so comfortable with it that it was easy for them to be spontaneous . . . It helped in their attitude toward television . . . If children generally had the opportunity to use the equipment, to act in front of it, to act behind the scenes, and to become literate in that sense, it would be like a camera — there would be no concern about how to use it and they would be more free to explore its real use."

**Del Smith:** Summing up the morning's activity, Dr. Smith noted that the discussion touched on the "experimentation imperative" — its importance to media literacy and cross-cultural communication; the impact of technology utilization and transfer to applications. "We've utilized children running cameras and participating in an international exchange. There's value in this; there would have been value in it if it hadn't worked . . . it still would have been a good idea, it still would have been an excellent activity for the ACBB and it would be something that would be valuable in 1981 as we proceed towards the end of this decade and some of the truly exciting things that are going to happen in international communications.

"This has been an exciting part of the ACBB convention. It's something that we might do again next year. Won't it be interesting to find out whether we do do it again next year.

"That might make a difference."

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## Greetings From Australia!

by Brian Mackness

I'd like to basically commend the ACBB for the pioneering work they are doing in television and media literacy. Those words haven't even been invented in Australia. Neither has cable nor satellite. We're still wringing our hands with worrying whether or not we can afford cable, whether we need cable, and satellite doesn't even come into it yet because the government is still trying to figure out whom to tax. So when coming to a conference like this it's very easy, I think, for Americans to become complacement and say — "Oh, it's just another ACBB conference." But you must remember that the eyes of the world are upon you, especially young countries like Australia that take their lead in the media, from countries like America. The Kids-to-Kids linkup from children to children was hatched last time I was in America, which was January, I believe. The idea was basically to show the kids in Australia technology. The children have no access at all to television in Australia. The only time they're consulted at all is when anyone wants to sell a program to a network; he gets four or five kids in a room, hounds them and says wasn't this a wonderful program. The kids say yes it's a wonderful program. He takes a videotape recording of that and then says "Here we are, look: proof. It's lovely." And that's the only reason kids are consulted in Australia.

I've been involved with KIDS-4, which is an ACBB project, since 1979 when I came to America to study with Sesame Street. And part of this trip is to now go back to Australia and start an Australian Sesame Street.

I'd like to commend the aims of the ACBB and I hope we can spawn some Australian Council for Better Broadcasts because media literacy, I believe, is one of the great hopes we have in the world, especially seeing how to teach the younger generation how to communicate with others. If the younger generation can communicate their ideals, their philosophy, their frustrations, amongst each other, we might not have this cold war situation which we have between adults. And being a firm kid myself, I'd like to direct my remarks to the Kids tonight: That's what I came for, not just to come to the conference, but to meet with the kids who've inspired me in the last three years, to uncover the mysteries of television as done by kids.

WASHINGTON D.C.

OCTOBER 1981

## Profile:

# Robin Smith

by Phyllis Young

Early in November, **CBS Morning News** in the person of Robin Smith, Associate Producer, sat across the ACBB office table from us. She had been to our Fall Conference, had seen KIDS-4 and KIDS ALIVE! and Australia's WOMBAT 7 in action, then had come to Sun Prairie, Wisconsin, via Madison. Here with her camera crew of Del and Ginger Hall, she would catch KIDS-4 in a more normal daily routine, writing and producing as they have been doing for three years.

The CBS segment on KIDS-4 was scheduled to be presented on CBS Sunday Morning and daily Morning News. Smith hoped for three or four minutes after cutting. She and her crew worked with KIDS-4 (Example: the cadets or trainees of KIDS-4, 4th graders, in a cooking class) trying to give an overall view of the goings-on at Sun Prairie Channel 4.

Robin Smith started working for CBS in 1978 and was put on as a researcher on the Sunday Morning Show in 1979 when it started. When she went to the Morning News with Charles Kuralt, she was promoted to Associate Producer.

Looking at her and listening, one wonders why this woman is allowed to stay behind the camera. She is young, brown-eyed, and prettier in her sweater and slacks than Miss CBS, whoever that may be. Poised and sparkling as you might expect, she's also a thoughtful listener who when being questioned lets an interviewer bumble along, does not attempt to take over the session but shows an open willingness to answer directly.

### On the KIDS-4 Experiment

She has obviously found the ACBB Conference experiment worth doing.

"I was really impressed. I greatly liked their (the children's) performance in Washington. Like professionals."

Question: "What do you see as the greatest value in the Interconnect, in something like KIDS-4?"

R.S.: "They're breaking down the myths that surround technology. They don't fear it."

Question: "I've read, and heard from my own children that the electronic games are using a new way of playing, of working — new concepts that some of us older people find hard to grasp."

*Robin Smith*

R.S.: "Electronic games are not the same thing as producing a program for TV. That's more like writing a book. You need to know how to structure something. You need language. Holding a camera isn't all."

Question: "How do you like working with Charles Kuralt?"

R.S.: "I **love** working with him."

Question: "In a nutshell, why? What is there about him?"

R.S.: "In a nutshell?! Well, I admire his integrity as a newsman. I admire the respect with which he likes to retell people's stories. Respect. That's it in a nutshell. Some (reporters) just use them (other people). They think, 'Is this making me look good?' That's not the way Charles Kuralt works."

When we asked Robin Smith to sketch her background for us, this is what we learned.

She was born in Bethesda, Maryland and lived there all of six weeks. Her father, a career Marine Corps officer, changed his and the family's location every two years, mostly in continental U.S. but also in southern France, Italy and Spain. The time abroad encompassed three years of high school for Robin. She returned to the States to get her Bachelor's in Fine Arts at the University of Ohio in '72, then went to London and worked in advertising on Oxford Street. In 1974 she came home to help her mother, Jane Smith, run for state representative, "a race she almost won."

*Honor a Friend with a Gift Membership in ACBB.*

### Robin's Film

Robin Smith may sometime have her own half hour documentary produced on CBS-TV, which has the rights to it. It was her master's thesis in the School of Film, Boston University, 1978, and has already been shown at film festivals. One such festival was put on by the University of Ohio in Athens, her alma mater and her mother's home town. It had a full house, an audience which came together in affection and tears. The film is called **He's Only Missing** and it's about Robin's father. An airman, in 1969 he was lost over Vietnam and for all the years since, the War Department has officially called him missing — until recently, when the last somber listing was made. The film, which she worked on for two years, served to focus and exorcise hope turning to anguished frustration and back to hope, and finally her grief. It eventually served this purpose for her family too.

ACBB hopes sometime to arrange a private showing of **He's Only Missing,** and part of the audience ought to be KIDS-4, who would be deeply instructed by this achievement of Robin Smith whom they already know as much more than a traveling reporter.

By the end of our interview we were convinced it was indeed high time for **CBS Morning News** to cash in on the whole Robin Smith, and let a grateful public see and hear her talk about her work or anything else, but one surprise was yet to come.

Question: "Can you send us a picture to use with a newsletter Profile?"

R.S.: "The best one I've got is of me tap dancing. Are you sure you couldn't use that?" □

## Are You Looking, Are You Listening?

We are still taking requests for the Look-Listen Poll forms, and you have until Jan. 15 to fill them out and get them back to us.

## Are You Writing?

Project Postcard kits for non-members have a price tag, but the cost is only $1.00 for two kits, which includes new up-to-date sponsor lists.

# The American Council For Better Broadcasts . . . Who and What We Are

by Genevieve Finnigan

Speech delivered October 15, 1981 at the 28th Annual Conference, American Council for Better Broadcasts, Washington, D.C.

The American Council for Better Broadcasts is a national, non-profit organization dedicated to the development of critical viewing skills "by educational means". It has always been an active group; it has never been an activist group. We do not tell you what to think; we do not tell you what to say. We offer guidelines and help along the way, but each of you is an individual. You have your own individual sets of criteria. This is what we are aiming for.

Ours is a long and proud history. We date back long before we became a national organization. In the 1930's, when Dr. Leslie Spence of Madison, Wisconsin, first conceived the idea of teaching listening skills and recognizing quality programming, she did so because of her keen interest in the potential and influence of radio. Her teachings were designed to help listeners become aware of their importance as members of an audience. She sparked an AAUW study group on good radio listening.

### Wisconsin Grassroots

Her ideas caught fire. From a truly grassroots movement it developed into a state organization, always working toward improving the quality of programming. It was the Wisconsin state group which became the parent group for the present American Council for Better Broadcasts.

The national group was established as a non-profit organization during a national meeting of the American Association of University Women in Minneapolis. The year was 1953. Among the first national groups to support this newly born national organization were: AAUW; Federation of Women's Clubs, National Council of Churches, American Legion Auxiliary, and the National Council of Teachers of English. Additional national groups have supported ACBB as affiliated organizations in the years which followed.

When television arrived on the scene, Dr. Spence recognized it as an additional challenge and incorporated viewing skills as well as listening skills in educating the consumer of both media.

This grassroots movement continued to grow. Its goal: to help consumers become aware of their role as members of an audience, of their need to seek out and support quality programming. It developed opportunities for teaching critical viewing skills and encouraging the emergence of a media literate society. And that word you have heard so much in the last year or two, that word "qualitative" as in "qualitative viewing", was in the vocabulary of members of the Wisconsin Association and the American Council for Better Broadcasts from their very beginning. We have always urged qualitative listening, qualitative viewing; it's part of our proud tradition, a basic premise of ACBB's philosophy. The word "qualitative" was an integral part of opinion polls sponsored by ACBB, years before it became today's "in" word.

Who are the members of ACBB?

Members come to ACBB from a variety of sources. Local, state, and national organizations or groups which share our concern for quality media programming show their support of our goals by becoming affiliated group members. They indicate that they approve of our method of approaching the search for better quality programming. Individuals, concerned about the influence of the media, join ACBB because it encourages the development of a media-wise society and advocates education of the consumer. It provides them with a voice when ACBB sends thoughtful comments on media issues to the Federal Communications Commission and to Congressional Committees.

***"Always an active group; never an activist group"***

Well, then, what does ACBB do?

After this morning's program, I'm sure that you've had some idea that we are an active group doing something. We do have established programs which we have initiated and supported almost since our origin. That special phrase "by educational means" appears in our articles of incorporation and emphasizes ACBB's basic philosophy, the development of a media literate society. Our projects and services further the teaching of critical viewing skills.

### What We Do

ACBB publishes a bimonthly newsletter which prints notable programs, reviews books related to telecommunications, and presents authoritative articles related to the expanding media to inform our membership.

ACBB conducts an annual Look-Listen Opinion Poll, on a voluntary basis. Individuals rate programs as excellent, good, fair, or poor, and they justify their rating by telling WHY they rated as they did. That WHY is the magic word "qualitative" in use. The published printed report is made available to those concerned with media programming.

An ongoing project in which any individual may engage, any time, is PROJECT POSTCARD. Participants send messages of praise or dissatisfaction, written on a postcard, to their local station, the network, or the sponsor (and sometimes, if they feel strongly, to all three). Choices are up to the individual, as is what they say. At no point are they told what to watch or hear, or what to say. Our guidelines help them think through their reasons, but their opinions are their own. They are urged to make thoughtful comments; no one from ACBB puts words in their mouths. That is why their opinions count when they are received.

ACBB provides other concrete services as well: teachers' workshops, which help teachers become comfortable with using the media for classroom work and with teaching children critical viewing skills; you saw the KIDS-4 project in action in this morning's demonstration. KIDS-4, a cable channel in Sun Prairie, Wisconsin, is dedicated specifically to children's programming; some of that programming is handled entirely by the children . . . writing, directing, performing, producing. Their ages range from nine to 13 years. All of us who attended the 28th Annual Conference in Washington, D.C. saw the exciting interconnect take place when the KIDS-4 group along with kids from KIDS ALIVE (a project of the Bloomington Public Library) joined up with kids from Australia in a unique first . . . an unforgettable experience . . . a live demonstration of what happens when children become active users rather than passive viewers of the media. Children's appreciation for quality programming is enlarged by their own experiences, both technically and creatively. *Continued on Page 10*

**Finnigan,** *continued from p. 9*

Last night, those of you who were fortunate enough to be with us at our reception know that since 1965 we have given annual sponsor recognition awards by which ACBB commends the sponsors who provide funding for outstanding programs. Sponsors are nominated by ACBB members, then chosen by a group of judges separate from our organization.

Now what is ACBB going to do? . . . now that we are entering the everchanging 1980's?

We are going to continue to build on these projects that have been the heart of our organization. Then we will go ahead to establish a Centre for Media Literacy. We've taken our first step toward that goal when the National Board of Directors approved naming the library for that Centre, the Leslie Spence Library for Media Literacy. The first donation has already been received. And we are open to more gifts . . . but let me not be guilty of taking advantage of a captive audience with a commercial!

We will continue to open our annual conferences to the public as well as to our members, always choosing subjects of concern to the everyday consumer, providing valuable learning experiences regarding these fast changing media. Our Chicago Conference, in 1979, originated the term *"toward a Media Wise Society."* Our Los Angeles Conference, in 1980, stressed concern with the role of the First Amendment and the rights of the minorities in access to the media. This year's conference in Washington, D.C. not only provided the unique experience of the interconnect, but it also pointed out the rapidly changing technologies and what they mean to the everyday consumer. And next year's conference is already in the planning stage.

We are going to continue to grow, enlisting more and more individuals, as well as organizations, to join us as members. We are going to continue to stress our basic philosophy . . . "By Educational Means" . . . we are not going to put words in our members' mouths. We are going to praise when we can. We are going to work with broadcasters and other telecommunicators whenever possible instead of against them.

Because what we really are are concerned consumers of the media who themselves are in control, who are not controlled by the media.

And so . . . that is who we are and what we are, and what we are proud to be! □

## Notable Programs

Use past programs as a reminder to send postcards to stations, networks, sponsors. Try to include goodies and specials in Look-Listen Project. Over-18's please share, enjoy, comment on Young People's listings.

**Eastern Time.** Check your local schedules.

Wednesdays, 8:00 (PBS), ***Survival Specials,*** extraordinary wildlife series from Survival Anglia Ltd.

Thursdays, 9-10 (PBS), ***John Calloway Interviews*** involve such people as Leontyne Price, Howard Cosell, Mayor Koch, John Updike, Charles Addams, Edward Heath.

Thursdays, 10:00 (NBC), ***Hill St. Blues.*** We quote a resume from Prime Time School Television's Challenge Update. "It might be instructive to use ***Hill St. Blues*** as the focal point for a new look at how the portrayal of police has changed on TV, how this affects our perception of law enforcement. Action believable, so are emotions, thoughts of characters. Recommended for more mature students." "Although there is argument about this program, you **will** want to make up your own mind."

Fri., Dec. 18, 8-10:30 (PBS), ***LIVE FROM THE MET, Rigoletto,*** with Eva-Pierre, Milnes, Pavarotti.

Sun., Dec. 20, 10-11 (PBS), ***In Performance at the White House,*** holiday concert emceed by Beverly Sills.

**Christmas Repeats** (PBS)

Sat., Dec. 19, 9-10:30, ***The Christmas Songs*** with Mel Torme.

Sat., Dec. 19, 8-9, ***Simple Gifts, Six Episodes for Christmas*** animated by such as Maurice Sendak.

**Watch For:**

Two Christmas programs produced by Lutheran Television: ***The Stableboy's Christmas*** and ***The City that Forgot About Christmas.***

***Sunrise Semester CBS Computers: Concepts and Cultural Consequences;*** also ***Experiencing Sports: A Philosophical and Cultural Analysis,*** each course 3 days a week.

ABC: ***Thornbirds*** (8 hrs!); ***Elephant Man; Genesis; Inside 3rd Reich,*** 5 hr. movie with Derek Jacobi, Sir John Gielgud.

NBC: ***Marco Polo, WWII, Little Gloria (Vanderbilt) Happy at Last.***

NBC's 2-hr. musical based on ***Alice in Wonderland*** and adapted from NY Shakespeare Festivals' ***Alice in Concert,*** Meryl Streep starring.

***NBC LIVE FROM STUDIO 8H: Ain't Misbehavin',*** New York Philharmonic with Zubin Mehta.

PBS: Starting Tues., Jan. 12, ***Life on Earth,*** a 13-part natural history series. This already has the reputation in England of being one of BBC's 4 greatest all-time attractions.

## For Young People

Tuesdays, 6:00 P.M. (PBS), ***WHY IN THE WORLD:*** Cronkite-inspired series used expert guests to link news events with relevant school courses

Thursdays, 9:30-10 (PBS) ***Righteous Apples,*** new lively teenage series that is funny but aims for more. Definitely not another ***Henry Aldrich.***

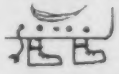
Saturdays, five presentations of Emmy-winning ***Ask NBC News,*** up one from previous season. Hourly from 8:27 a.m. to 12:27 p.m.

Sundays, 10:30-11:25 (ABC), ***Kids Are People Too*** entertainment and information for the younger crowd, in a skillful mix that won an Emmy award.

Sun., Dec. 20, 5-6, (CBS) CHILDREN'S MYSTERY THEATRE, ***The Treasure of Alpheus T. Winterhorn.***

Fri., Jan. 1, 5-6, LIBRARY, ***Misunderstood Monsters,*** using books by Kenneth Grahame, Marianna Meyer and Stephen Cosgrove.

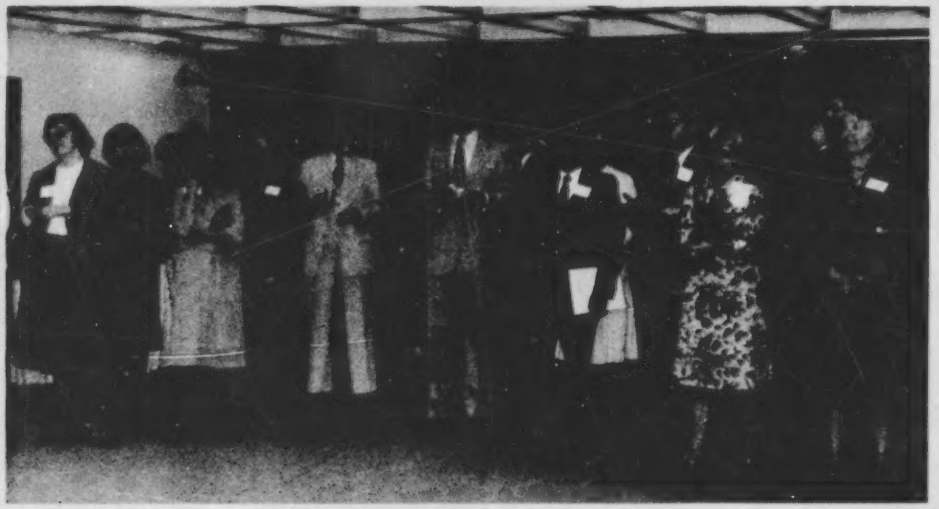
Tues. Jan. 5, 4:30-5:30, (CBS), ***One for All,*** an "outward bound" program teaches survival through cooperation.



**Kids-To-Kids,** *Continued from Page 3*

difficult to achieve and involving so many talented and dedicated individuals, is now behind us. However, plans are in progress to put together a video documentation of this event. It will incorporate portions of the interconnect and panel evaluation with other highlights of the demonstration, the children's perceptions of what transpired and so on. I believe that within this documentation there will emerge the full and complete story of what we really accomplished there.

If you were lucky enough to have been with us in Washington, you heard and saw first-hand the statement that the American Council for Better Broadcasts was attempting to make, and perhaps you better understand now how much more remains to be said. Rather than seeming to be the culmination of a year's hard work, our conference should be viewed as the first important item on a much, much grander agenda. □



# 1981 Sponsor Recognition Awards

For the 16th year, ACBB has presented its Sponsor Recognition Awards, this time in the splendid setting of COMSAT headquarters.

The awards went to 19 companies or corporate entities and one individual who were chosen for their financial support of outstanding radio and TV programs or projects during the past year. As usual, ACBB members made the nominations and an honest, upright and knowledgeable outside committee made the final awards from our list. Many thanks to the committee: Anne Branscombe, Dr. William Fore, Judy Moyers, Evelyn Kaye Sarson, FR. Patrick Sullivan, S.J. The list of sponsors follows:

**American Broadcasting Company** — for "Masada" and for Alpha Repertory Television Service (ARTS).

**American Telephone and Telegraph Company** and **Bell System Companies** — for support of "The MacNeil-Lehrer Report."

**Andrew Mellon Foundation** — for support of "Live From Lincoln Center."

**Charles E. Culpeper Foundation** — for support of "Live From the Met."

**CBS Television Network** — for "development of the innovative and educational CBS Television Reading Project."

**CBS Broadcast Group** — for "consistent and continued length of service through programs such as "Captain Kangaroo", "Sunday Morning" with Charles Kuralt, "Lou Grant", "The Body Human" and '60 Minutes'."

**Corporation for Public Broadcasting** — for "consistent efforts to promote quality programs in public broadcasting through support of 'Live From Lincoln Center,' 'The MacNeil-Lehrer Report' and ten years of 'All Things Considered.' "

**Exxon Corporation** — for support of "The MacNeil-Lehrer Report" and "Live From Lincoln Center."

**General Electric Company** — for "Omnibus."

**Gulf Oil Corporation** — for support of the National Geographic special "Gorillas."

**Hallmark Cards, Inc.** — for "A Tale of Two Cities."

**Hearst ABC Video Services** — for Alpha Repertory Television (ARTS).

**International Telephone and Telegraph** — for "Little Lord Fauntleroy."

**National Broadcasting Company** — for "consistent and continued length of service through the 'Today' show."

**National Endowment for the Arts** — for support of "Live From Lincoln Center" and "Live From the Met."

**National Public Radio** — for ten years of "All Things Considered."

**Procter and Gamble Company** — for "A Private Battle" and for "Peter and Paul."

**Sears-Roebuck Foundation** — for "its consistent and continued support of 'Mister Rogers' Neighborhood.' "

**Ted Turner** — for "his innovative development of the first all-news, satellite-cable channel, Cable News Network."

**Texaco Inc.** — for support of "The Metropolitan Opera Broadcasts" and "Live From the Met."

## They Made it Possible

Funding for the interconnect was made possible by major support from the following companies:

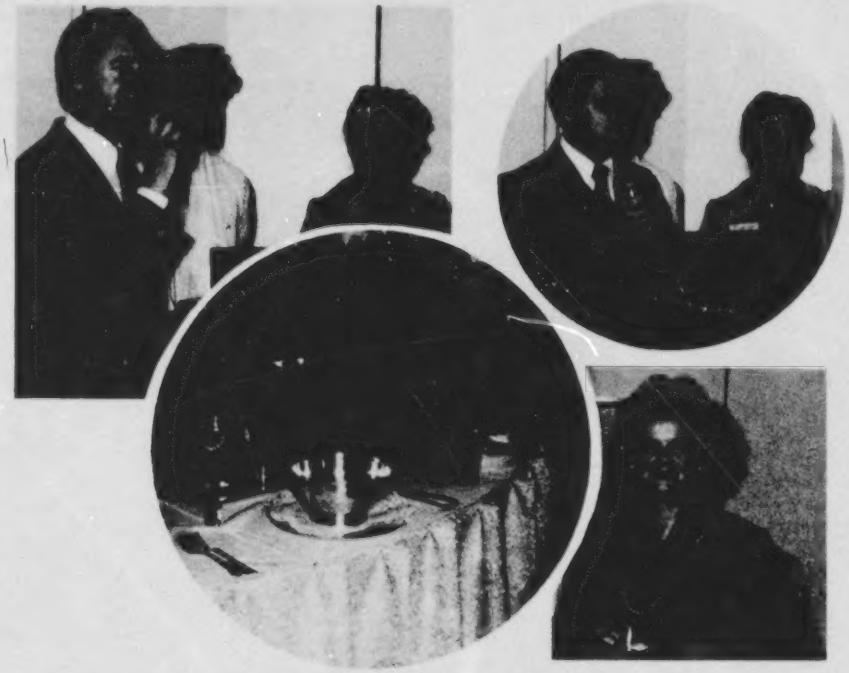
WESTINGHOUSE BROADCASTING COMPANY
COX CABLE COMMUNICATIONS, INC., Atlanta, Georgia
HOLIDAY INN VIDEO NETWORK. (HI-NET)
NATIONAL BROADCASTING COMPANY (NBC)
COLUMBIA BROADCASTING SYSTEM (CBS)
COMPLETE CHANNEL TV, Madison, Wisconsin
U.S. CABLE CORPORATION, Hackensack, New Jersey
VIKING CATV ASSOCIATES, Monona, Wisconsin
AUSTRALIA CHANNEL 7 NETWORK, Brisbane, QLD, Australia
AUSTRALIA CREATIVE YOUTH ENTERPRISES PTY, LTD., Lawnton, QLD, Australia
WIBA/WIBA-FM, Madison, Wisconsin
WISC-TV, Madison, Wisconsin
FRIENDS OF KIDS-4, Sun Prairie, Wisconsin
ERIN BROADCASTING, Sun Prairie, Wisconsin
STANDARD OIL COMPANY
ABC TELEVISION

*Thank You from all of us!*

## Thank You, COMSAT!

A gala reception opened the 28th annual conference of the American Council for Better Broadcasts. The reception, hosted by Comsat at 950 L'Enfant Plaza S.W., Washington, D.C. October 14th, set the mood for the exciting conference day which followed.

Everyone enjoyed the elegant setting with its magnificent ever-changing view, the warm hospitality of our hosts, the gourmet refreshments, the guided tours of Comsat's Launch Control Center and Intelsat's Satellite Operations Center, the opportunities for friendly conversations, and the pleased acceptance of ACBB's annual sponsor recognition awards by their representatives ... The evening was a tribute to excellence; it was an important beginning of an important event in the life of the American Council for Better Broadcasts.



*Reception Hosts: Robert Bernier, COMSAT; Joseph Pelton, INTELSAT. Arrangements: Jackie Wakeling, COMSAT.*

## Thank You, Marieli Conference Coordinator

When President Genevieve Finnigan expressed the appreciation of everyone for the outstanding morning's experience via satellite, she said: "To Marieli Rowe, Conference Coordinator, in appreciation for daring to dream a dream, for having the far-sightedness to translate that dream through your courage and your perseverance into a conference program which will always be an unforgettable experience for everyone who shared in it, be they 'behind the scenes' workers, performers, panel members and speakers, conference participants, or part of that unseen audience 'out there' ... we thank you."

The enthusiastic audience rose to their feet in a spontaneous standing ovation, proof that they heartily agreed with the president's words of appreciation.

g.f.

## *Honor a Friend with a Gift Membership in ACBB.*

**I wish to join ACBB.** **Enclosed is my check for $** _____

Please make check payable to ACBB and send to 120 E. Wilson Street, Madison, Wisconsin 53703. Your gift is tax deductible. Thank you.

| Organization | | Individual | | Please check if you are |
|---|---|---|---|---|
| ☐ National | $50 | ☐ Life | $100 | ☐ New Member |
| ☐ State | $25 | ☐ Patron | 50 | ☐ Renewal |
| ☐ Local | $10 | ☐ Sustaining | 25 | |
| | | ☐ Contributing | 10 | ☐ Voting Member |
| | | ☐ General | 7.50 | ☐ Associate Member (Broadcaster) |
| | | ☐ Student & Retired | 5 | |

The above categories also apply for professional broadcasters eligible for **associate membership**.

Name _____

Address _____

City _____ State _____ Zip _____

**The American Council for Better Broadcasts** is a national, non-profit organization coordinating the efforts of concerned individuals and local, state and national groups to improve by educational means, the quality of radio and television.

**Better Broadcasts News**

The American Council for Better Broadcasts
120 East Wilson Street, Madison, WI 53703

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Ruth Pflager, Vice President
Stephen Umhoefer, Vice President
Elizabeth Burr, Recording Secretary
Susan Dreyfus Fosdick, Corresponding Secretary
Marieli Rowe, Executive Director

HIGHLIGHTS OF THIS ISSUE

The Interconnect
Finnigan, Who We Are

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APPENDIX # 8

WISCONSIN GAS COMPANY's MAGAZINE

(with feature story of KIDS-4,pp.16-20)

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# mainways


**Vol. 24 No. 6 November - December 1981**

Published by the Public Information Department for employees of WISCONSIN GAS COMPANY. Members of International Association of Business Communicators and IABC/Southeastern Wisconsin. Address all communications to: Editor, 626 East Wisconsin Avenue, Milwaukee, Wisconsin 53202.

**EDITOR**
Tom Traband

**ASSOCIATE EDITOR**
Barbara Beniak

**PHOTOGRAPHY**
John Alley
Christine Schmidt


# cover

Kirsten Funk, daughter of Jim Funk, supervisor of Corporate Model Support, visited with Santa at the Company's "Kiddie Christmas" party December 6.

161

# youngsters produce tv shows

"Quiet on the set. This is a tape. Audio. Roll."

The color camera zooms in on the scene—a door opens and creaks as a young girl holding a large hand puppet shuffles on her knees into a kitchen setting. A few seconds later, the girl and puppet have opened a refrigerator door. The girl screams as the puppet emerges from the open refrigerator with a mousetrap on his hand.

"Cut it. Cut it. Okay, we're off tape."

You've just witnessed the recording of a segment of "Kids Can Cook Too," a children's television show that is very professionally produced. Two aspects of this session, however, immediately catch the viewer's attention. Instead of being done inside a modern television studio, this scene was filmed in our Sun Prairie District Office demonstration kitchen and meeting room. And the television production crew and talent that handled the filming were all children.

This is KIDS-4 at work. KIDS-4 is a unique concept in children's cable television programming introduced in the Sun Prairie area three years ago. What's so different about this cable channel is that its programming and production is entirely conceived, designed, developed and implemented by Sun Prairie school children ages 9 to 14.

Adult supervision is intentionally minimal. "They (the adults) try to give as little advice as possible," said 11-year-old Jon Garrett. "We do everything. We make it, we produce it, we write it, we film it."

Often, the children work out of their CATV KIDS-4 studio on Main Street. But almost as often they're busy shooting on location around town, and occasionally they convert the room off of our district office's lobby area into a temporary studio.

"Our facility, with the kitchen that our Consumer Education and Information representative uses for cooking and testing recipes, provides a more realistic background for the particular program that the kids film here," said District Manager Bill Sanford. As a service to the community, he explained, he allows various groups to use the room.

KIDS-4 is one of the more unusual organizations to take advantage of the facility. The children recently created quite a stir around town when the CBS television network came to the Company "studio" to film the kids at work for a portion of the news show "Morning With Charles Kuralt and Diane Sawyer." The segment featuring KIDS-4 aired in the fall. (ABC and NBC also had previously come to Sun Prairie to do stories on the kids.)

"We filmed as many aspects of the kids' production routine as possible," said Robin Smith, associate producer for the "Morning" show. She also interviewed Nancy McMahon and Bob Rodriguez, who both founded the channel in 1977 when a cable television company, Viking CATV from Monona, petitioned to serve Sun Prairie. McMahon, a mother of four, said she understood the effects of broadcasting on the family and, after obtaining some people's reactions to television programming, wanted a channel that didn't expose children to hard-sell advertising, or gratuitous sex or violence.

A franchise was set up including some local programming, one aspect of which was a children's channel with only children's programs. The purpose of the station was to provide a means for children to influence what they saw on TV rather than be influenced by it. It also was intended to take the "mystery" out of the medium for children.

Smith said she had seen a brief writeup on KIDS-4 in The New York Times and decided to explore the concept further.

"This is the only case we knew of where a city had set aside an entire cable channel exclusively for children's programming by children. Their effort to learn the industry, and the results, are just amazing. They do an excellent job."

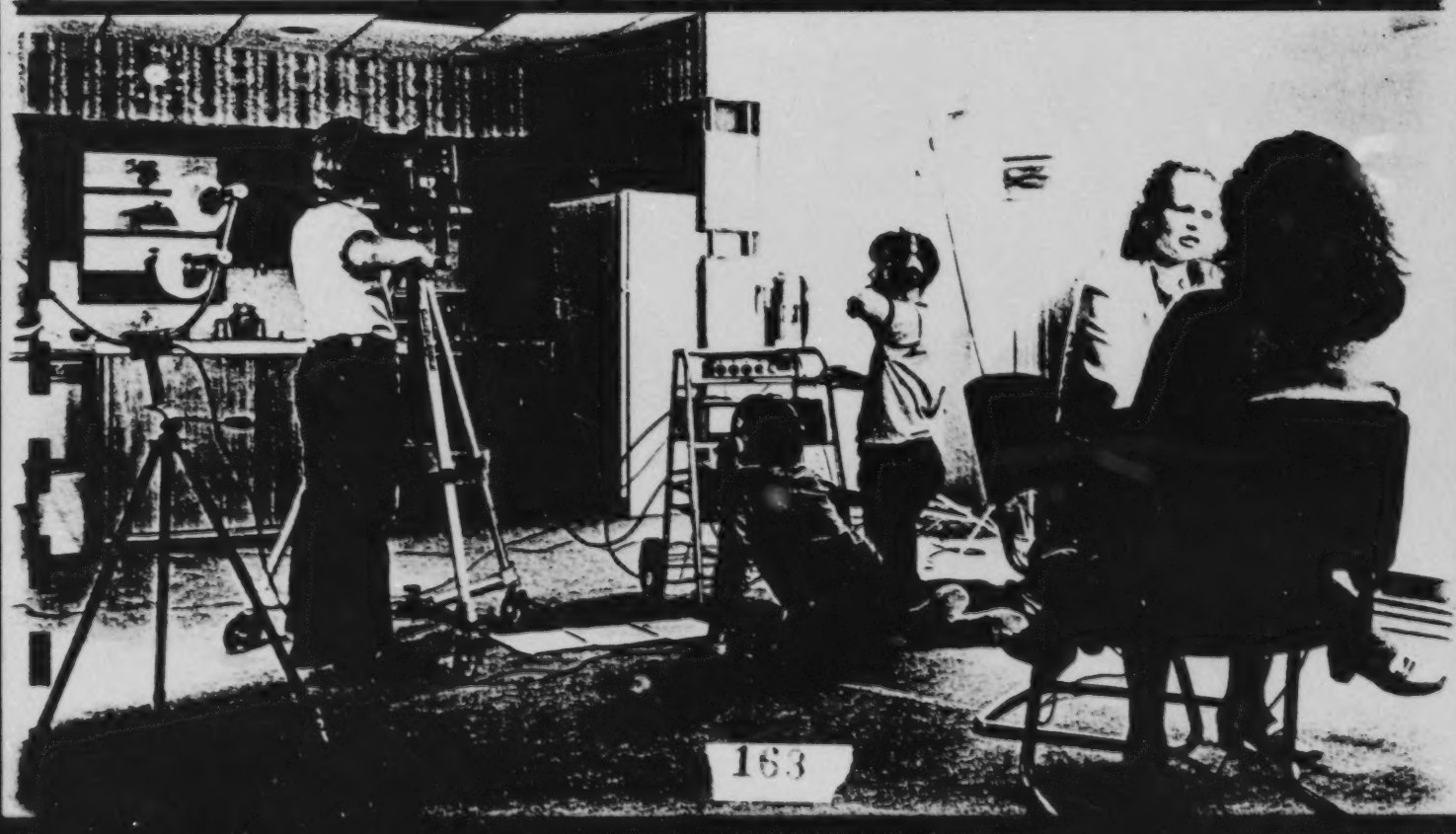
She noted that the children are not afraid or intimidated by the technology, and they use some very sophisticated video recording equipment.

"The potential for growth is tremendous. The adults provide some structure, but don't impose on what the final product is to look or sound like. Essentially, they're saying 'Here's a camera. Here's how you use it. Now go to it.' The kids are eager to learn and take it very seriously."

*continued . . .*

*Camera operator Jon Garrett concentrates on his angle.*

*Below—While several members of the KIDS-4 production crew prepare their equipment for a taping session at our Sun Prairie District Office, the cable channel's co-founder, Nancy McMahon (facing front), discusses the KIDS-4 concept with the associate producer of a CBS news show.*



*Jon Carrett (left), Bob Rodriguez and Ann O'Brien do a take during production of one of the KIDS-4 TV programs.*

## youngsters

*. . . continued*

Twenty children fill auditioned positions to handle production aspects. Twelve others make up a programming committee that screens the material and decides what will be broadcast. Eight cadettes, fourth graders (the youngest members of the crew), are the up-and-comers of the trade.

The kids' cable channel is partially funded by the Sun Prairie Cable Commission and the city. A volunteer support group, Friends of KIDS-4, composed primarily of parents, also generates some funding.

The station cablecasts daily to about 4,000 viewers and features about two hours of locally produced programs a week. Three production crews meet weekly. On the average each child devotes several hours for one afternoon or evening a week to their cable activities.

"Our biggest problem is getting the kids to go home," said Sharon Garrett, KIDS-4 project coordinator. The programs the children produce, she said, have covered a wide range of topics, including a news show, a Kids Konsumer show and coverage of the Sun Prairie high school hockey games. Little local programming is done in summer.

The children participate in many planning meetings and workshops on all aspects of TV production, both of which are sometimes held at our office.

They have done "remotes," live, on-location broadcasts; conducted a 24-hour telethon, and held a call-in show. "When you get 40 children working on things like these, you can have chaos, but surprisingly, we've had no behavior problems and no misuse of equipment," Garrett said.

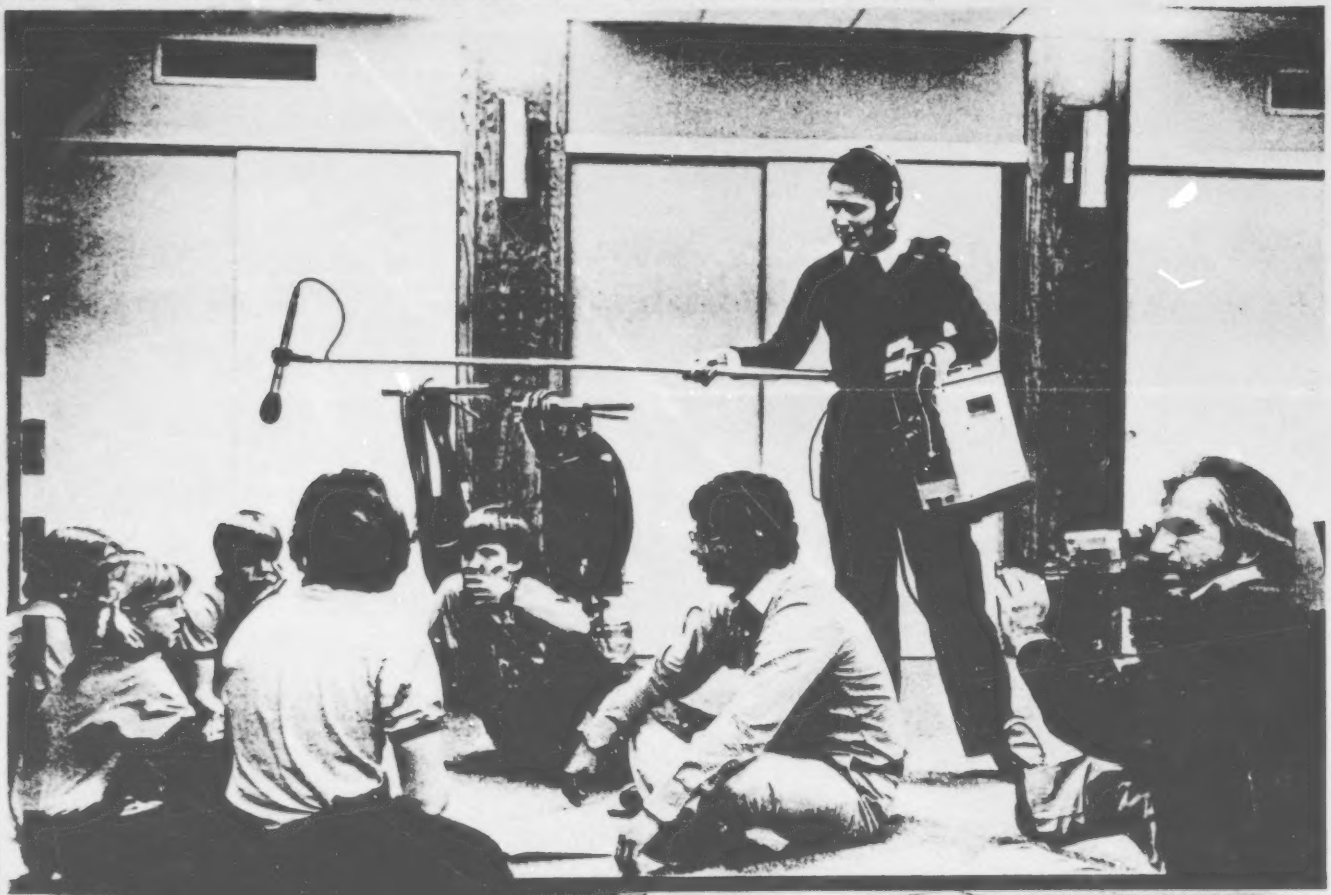
Future plans, she said, call for covering more subjects and increasing the expertise of the production crew and talent. Currently, the kids are trained by adults, but eventually plans call for the kids themselves to train future participants. It's also hoped that other local communities will begin similar programs so a network for community exchange will be developed. Future intentions are to adopt a model program overseas.

The kids channel concept, McMahon maintains, has proven beneficial to its young producers. "The children are now more aware of what goes into taping a show," she said. "They pay more attention to the technical aspects of production and can appreciate a fine effort in regular TV when they see it."

Last fall, 10 of the kids were able to apply their talents on an international level when they par-

*continued . . .*

A CBS television crew, Del and Ginger Hall, tape a production planning session held just prior to shooting.



Rodriguez, a co-founder of KIDS-4, checks some audio and
al monitoring equipment with two members of the channel's
echnical staff.

Bill Santord, manager of our Sun Prairie District Office, shot some of his own film on the kids before they left the Company building.

*Ann O'Brien, the talent for the segment of the TV show filmed at our Sun Prairie Office, explains the scene involving the leading character, Skippy.*

## youngsters
*... continued*

ticipated in a live satellite hook-up television program with children in Australia. The program was sponsored by the American Council for Better Broadcasts and aired nationally and internationally.

Recently, five of the kids were featured on ABC's "That's Incredible," where they took over the operation of the show's cameras and technical director and technical producer positions. The program will air in February of 1982.

Besides giving the children these opportunities, the KIDS-4 concept has taught them problem solving and innovative techniques, McMahon said. She said it's also given them a sense of responsibility and accomplishment and taught them writing, spelling, math, teamwork and leadership.

And it's encouraged creativity. In one program, she said, the kids gave voices and personalities to common objects. During one scene an orange described how it unpeels itself. The sound of an opening zipper accompanied each "peel" of the orange's skin.

"It was just delightful," McMahon said. "Watching the show was like crawling inside a child's mind."

Becky Weirough, an 11-year-old production assistant, said, "The main thought behind our shows is that we kids can do things adults may not think we can do, if they just give us a chance."

She's worked as talent for shows. Now she'd like to work behind the scenes. "I've learned a lot," she said. "I was surprised at how much hard work and patience goes into doing a show. But it is a lot of fun to work with the other kids."

Added Sanford, the Company KIDS-4 critic: "The kids' professionalism really impresses me. They do so much with so little adult supervision, and they do it so well."

With that he dashed off to provide some refreshments for what he termed his "favorite cable crew."

*Production Assistant Becky Weirough confers with Bob Rodriguez about the script.*

APPENDIX # 9

COPY OF LOFTUS RESOLUTION

# 1981 ASSEMBLY JOINT RESOLUTION 94

Relating to the accomplishments of KIDS 4, Sun Prairie Children's Cable Television Channel.

Whereas, KIDS 4 has received national and international recognition for its innovative approach of "television by kids for kids"; and

Whereas, KIDS 4 is based on the belief that television can be a creative teacher and a constructive part of a child's life; and

Whereas, KIDS 4 has generated an awareness that there are alternatives to commercial television that are successful in using television as a means of enriching children's lives; and

Whereas, KIDS 4 programs are developed by young people aged 9 to 13 who are the producers, directors, writers, camera and equipment operators and stars of the show; and

Whereas, KIDS 4 has been televised by the Columbia Broadcasting System, the American Broadcasting Companies and the National Broadcasting Company, and has been featured on national radio as well as in newspapers and magazines; and

Whereas, KIDS 4 has participated in the 1981 American Council for Better Broadcasters 28th Annual Conference in Washington, D.C., where, via

international satellite, the participants worked with children in Brisbane, Australia; and

Whereas, KIDS 4 is a reality today, thanks to the persistence and dedication of the children and parents who have participated, the city of Sun Prairie and the Cable Company whose cooperation was essential to the creation of KIDS 4; now, therefore, in recognition of the achievements and excellence of KIDS 4, be it

Resolved by the assembly, the senate concurring, That the legislature expresses its congratulations and appreciation to the Sun Prairie KIDS 4; and be it further

Resolved, That a duly attested copy of this joint resolution be sent by the assembly chief clerk to the directors, advisors and youth involved in the KIDS 4 program.

(End)

APPENDIX # 10

SELECTED COPIES OF KIDS-4 PUBLICITY

From ACCESS, publication of the National Citizens' Committee for Broadcasting

#72
May 7, 1979

# Issues and

## "KIDS 4" Is For Kids

What is "KIDS 4"? It is the first and only non-commercial, non-profit franchised children's channel in the United States. "KIDS 4" first went over the Sun Prairie, Wisconsin cable last November 20, with the help of 30 children aged 8 to 12 years. These children run the channel with their own ideas, talents, and viewpoints under adult supervision.

Sun Prairie's "KIDS 4" was developed to provide a non-violent, commercial-free, and entertaining alternative to the currently available television programming for children. It is a station by children, for children and hopefully will serve as a model for other cable systems.

For more information, contact: The American Council for Better Broadcasts, (Nancy McMahon), 120 East Wilson, Madison, WI 53703.

# 'Down Under' folks get a view of our TV

**By Carmen Elsner**
**Of The State Journal**

Neil Smith and Kay Hannaford, from "Down Under" came to the United States to take a look at American television for children and public service programing.

They went home pretty proud of what they have already.

"We have a very strong government-backed movement to improve children's television in our country, and it's working," said Smith, a librarian-turned-TV programer. He is part of a 10-member production department for children at a commercial station in Adelaide, something unheard of at commercial TV stations in Wisconsin.

During two fast-paced days in Madison, they were fascinated with "Kids 4" the cable television programming by school children in Sun Prairie.

## More government control

They admitted that Australia TV has not been able to relate to the community in a positive way as they found with organizations such as the Wisconsin Association for Better Broadcasts (WABB).

And, along with some differences, they found a few similarities between American television for children and what kids watch in their country.

"We have more governmental control over our television, and I don't think it is a bad idea," said Smith, who serves a researcher and adviser in children's programing for his station in Adelaide, in South Australia. He brought with him a tape of "Curiosity Show," the weekly children's program that he has developed and distributes to 89 stations all over the country.

"We produce 8½ hours a week of children's programing at our station; six of them are syndicated," he added.

He had many superlatives for "Kids 4," the Sun Prairie children's channel.

"It's wonderful, super, unique probably in the world," he said of that program, and he admitted that Australia, which has no cable TV system and isn't likely to develop one, probably could never match it.

"It's very hard for a commercial station to do a similar kind of program because it would be difficult for us to provide the needed outlet," he observed with a certain amount of envy.

## Children create programs

"What makes 'Kids 4' terrific to me is that this can be seen in homes through the entire community," added Ms. Hannaford, a lecturer/producer with the Department of Further Education in South Australia. "Our children create similar programs, but they are on closed-circuit and are shown only in their schools."

Ms. Hannaford, elected by fellow members of the station's advisory committee, to study community support organizations, suggested that one of the major differences between children's television in Australia and the United States is its prime-time.

"At home, the important time for children's television programing is between 4 and 5 weekdays, not Saturday morning as in the United States," she said. "We have set aside that time all over the country in the commercial and government channels as the children's hour.

"Another difference is that we are not obliged to carry all programs from the network," added Smith. "We have a looser structure, and thus we are free to carry programs from outside the network."

Ratings, he added, do affect programing very directly and "Curiosity Show," devised eight years ago as an educational program for children 8 to 14, was able to use ratings as a weapon in its favor.

"We able to show that not only are the kids are watching, but their parents are, too. 'Curiosity Show' was shown only weekends until ratings showed that so many parents were among the audience We moved it to Friday, and the parents still watch."

He described "Curiosity Show" as "timely, stimulating, very competitive for audience and not a big budget show. There are lots of things would like to do but for the the budget."

In Smith's view, budget alone would put "Sesame Street" into the special events category. "Sesame Street" is carried regularly in Australia.

While in Madison, the two visited the Educational Communications Board, which feeds radio and television programs to schools and all parts of the state; Madison cable TV's Community Access Center; WKOW-TV, and the Council for Better Broadcasts.

"One reason we came to Madison was to see the Better Broadcasts organization here," said Ms. Hannaford.

## School TV a 'frill'

"I have learned a lot about relating to the community in a positive way. Our organization at home is a negative force in the community. It is so different here, especially when you consider that in both cases these are people working on a volunteer basis.

"Another interesting thing is that the Association for Better Broadcasts is a positive liaison between the community and everybody impressed with the awards that the organization gives to sponsors of outstanding programs, "something we haven't thought of in Australia."

In Chicago the two visited the PTA-TV Action Center and Prime Time School TV, the latter a provider of educational television backup support material for teachers and in Boston, Action for Children's Television. They also visited TV stations and related organizations in Honolulu, Toronto, New York and Washington, D.C.

"In Australia, using TV in the schools is still considered a frill," Ms. Hannaford stated critically. "It is not an important part of the curriculum, and when one thinks of its effect on an educational system, we should be capitalizing on it rather than ignoring it.

"In your country, we've found an awful lot of people are aware that the airwaves are theirs. It is more difficult to get people in Australia out of their chairs."

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

# NEWS RELEASE

SEPTEMBER 15, 1980

CONTACT: MARIELI ROWE
EXECUTIVE DIRECTOR

The American Council for Better Broadcasts was notified recently that it is the recipient of a planning grant awarded by the Public Telecommunications Facilities Division of the National Telecommunications and Information Administration.

Under the terms of this grant ACBB will study the needs of children in the area, ascertain if and how these needs can be met with an alternative television programming service, research the technical and political aspects of interconnecting the various cable television systems in this area, design a studio facility, and examine the financial requirements of setting up an alternative children's television service.

Genevieve Finnigan, President of ACBB said, "We are proud to be the recipient of this grant. As an organization that promotes quality televison programming, we believe that this will make a major contribution towards improving the quality of all children's programming".

## ACBB wins $16,714 grant for kids' study

The American Council for Better Broadcasts, 120 East Wilson St., has been awarded a planning grant of $16,714 by the Public Telecommunications Facilities Division of the National Telecommunications and Information Administration.

With the grant, the ACBB will study the needs of children in the area, ascertain if and how these needs can be met with an alternative television programming service, research the technical and political aspects of interconnecting the various cable television systems in the area, design a studio facility, and examine the financial requirements of setting up an alternative children's television service.

THE CAPITAL TIMES, Monday, Oct. 6, 1980

Better Broadcasts News

# UPDATE ON

We hope you will enjoy the new KIDS-4 brochure, enclosed with this newsletter. The ACBB-sponsored Sun Prairie Children's Channel is gearing up for its third year of service to the children and community of Sun Prairie, Wisconsin.

During the past season, numerous visitors have come both to learn about the project and to help with it. Highlights were a three-day visit by Christopher and Evelyn Kaye Sarson, and a month-long residency by Brian Mackness.

Christopher Sarson is the well-known PBS producer of such outstanding programs as "ZOOM" and the "Live From Lincoln Center" series. His wife, Evelyn Kaye Sarson is a journalist, author and originator of Action for Children's Television. Together, the Sarsons conducted sessions ranging from the planning stage to script-writing and production, and culminating in a KIDS-4 program on Clowns.

Australian visitor Brian Mackness, who was in the United States to study the status of American children's television at major centers such as Boston, New York and Washington, spent a month working with KIDS-4. Among his many contributions, Brian designed the KIDS-4 brochure enclosed here.

Visitors have come from as far as Sweden and Sri Lanka, and as near as Boston and Chicago. ACBB representatives have also made presentations about KIDS-4 on several occasions. A 15-minute cassette video tape has been prepared to help in these presentations, which have included the Action for Children's Television (ACT) conference in Washington, D.C. and several Chicago suburbs currently engaged in cable franchising proceedings. The interest in a Children's Channel is obviously infectious.

Meanwhile ACBB is continuing its search — and is optimistic about the prospects — for funding the pilot project.

## KIDS-4 Goes To The NAEB Convention

On Thursday, October 28, following the Annenberg Conference ACBB will present **KIDS-4**, the Sun Prairie Children's Channel project, at the annual convention of the National Association of Educational Broadcasters. The presentation is part of the NAEB's annual convention, to be held October 26-30 in Las Vegas. We plan to take with us all the latest news about the project, including tapes of recent programs done by the children.

If you are an NAEB Convention goer, be sure to look us up. The presentation is part of the NAEB Instructional Council's session on "The Economics of Education in K-12 Institutions," and will take place from 9-11 a.m.

Sept.-Oct. 1980

## KIDS-4 Receives Federal Grant

We are pleased to report that the American Council for Better Broadcasts has received a grant toward the further development of the Sun Prairie Children's Channel. The fund represents a planning grant awarded by the Public Telecommunication Facilities Division of the National Telecommunication and Information Administration.

Under the terms of this grant ACBB will study the needs of children in the area, ascertain if and how these needs can be met with an alternative television programming service, research the technical and political aspects of interconnecting the various cable television systems in this area, design a studio facility, and examine the financial requirements of setting up an alternative children's television service.

Genevieve Finnigan, President of ACBB said, "We are proud to be the recipient of this grant. As an organization that promotes quality television programming, we believe that this will make a major contribution towards improving the quality of all children's programming." □

Sept.-Oct. 1980



Summer 1980
July-August

THE FAMILY ALBUM
February 1981

Published monthly for employees of American Family Insurance Group, P.O. Box 7430, Madison, Wisconsin 53783.
Editor Kurt H. Krahn
Managing Editor Gary S. Gibson

MADISON—Wisconsin Regional Vice President Joe Nicolay (R.) last month presented a used television video switcher from the Home Office Media Center to KIDS Channel 4, a TV cable public access channel in Sun Prairie, Wisc. Accepting the equipment are KIDS Channel 4 Director Nancy McMahon and Healthlines Underwriting Trainer Joe Clausius, a member of the Sun Prairie Television Commission.

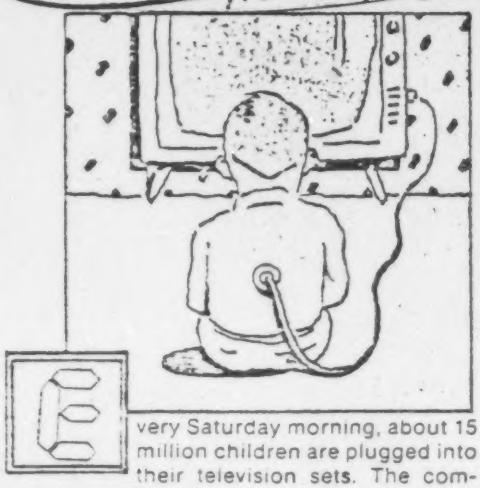
from Home Video, October 1980

# KIDVID COMES TO CABLE

Cable tv is taking its first tentative steps in children's programming.

See next page for KIDS

by Peggy Charren
President, Action for Children's Television



Every Saturday morning, about 15 million children are plugged into their television sets. The commercial networks have staked out their territory—the hearts, minds, and pocketbooks of America's children. Parents, media critics, and child-care professionals have all pointed to the problems created by television's impact on impressionable minds.

It would be more productive for youngsters to have access to more creative, exciting programming. Cable makes that much more likely than tv ever did.

Because there are so many channels, each program can be directed to a much smaller portion of the audience. This is particularly important in children's programming because broadcasters have traditionally defined children as between two- and eleven-years-old. Programmers who want to attract that whole market have an impossible problem.

Cable is taking its first tentative steps toward providing the kinds of children's programming that broadcast tv doesn't. For instance, Nickelodeon, Warner Amex's children's channel, is shown 14 hours a day, seven days a week in two million households.

Nickelodeon bills itself as a "nonsexist, nonviolent, non-racist and noncommercial" service. It has developed programs for specific age groups, from preschoolers to school-aged children to young teenagers. One of its programs—*Pinwheel*—is quite a creative service for preschoolers with puppets and original songs and scripts to tie together creative films from a variety of sources. For example, there's a delightful, very funny song sung by vegetable puppets on a cart with the refrain "Eat me, eat me." This is really a countercommercial; it's not "eat me, I'm a candy bar," which is what commercial tv says to kids. This is "eat me, I'm a tomato, eat me, I'm cheese." And just compare the gently humorous names of the characters—Plus and Minus, Coco the Mime—to commercial network names like Fangface and his cousin Fangpuss, Godzilla and his nephew Godzooky.

Among Nickelodeon's other fare is *America Goes Bananaz*, a successful variety/interview show for teenagers, featuring teenage stars. A good indication that it was working as a teenage program is that ABC stole its format and host for *Kids Are People Too*.

Nickelodeon's *Video Comics* is a creative use of the comic book format. Instead of the following the usual televison procedure of turning comics into animated half hours, *Video Comics* takes a camera and moves it slowly from square to square in the comic strips themselves, trying to capitalize on the educational potential of a child's natural attraction to comics. While actors are reading the voices of the characters, the child can see the balloons with the words in them.

On cable, it is possible to put together programs because they work for children, not because they work for certain time lengths. Commercial tv means: ten minutes of program and commercials, ten more minutes and commercials, then credits....all in and out in a half hour, working by formulas that preclude diversity. Cable can be much more flexible.

Calliope—a service distributed nationally one hour every weekday to cable systems by the USA Network—makes use of this flexibility to present a collection of excellent prizewinning children's films of varying lengths from around the world. It is as nice a program for children as you could dream up.

Appealing to youngsters from about four to nine, the three or four films an hour range from *The Emperor's New Clothes* to the dog story *Brown Wolf*, based on a Jack London tale that takes place in Northern California in 1902 to the animated version of James Thurber's *Unicorn in the Garden*. This kind of animation is much better than the cheapest kind of animation found so often on commercial shows. Very often the scenes are totally static except for a mouth moving with the words. Good animation is an exciting art experience.

Home Theater Network is a pay-tv service offering family movies. With so many films playing in the theaters and over cable that have an X or R rating, it is important to have an outlet for films appropriate for young viewers. These movies with a G or PG rating, such as *Norma Rae*, *Moonraker*, *Grease*, and H.G. Wells's *Time After Time* reach about 70,000 homes.

Some cable systems also offer *Big Blue Marble* and *Vegetable Soup*, both of which are available without commercials to broadcast tv as well. *Big Blue Marble*, developed by ITT, features kids from all over the world. *Vegetable Soup* was developed under the Emergency School Assistance Act and is primarily designed to provide role models for various cultural and ethnic groups through skits starring

See next page

*Peggy Charren heads Action for Children's Television, a consumer watchdog group. This article is based on an interview conducted by Gail Birnbaum.*

Kids do the camerawork on KIDS 4.

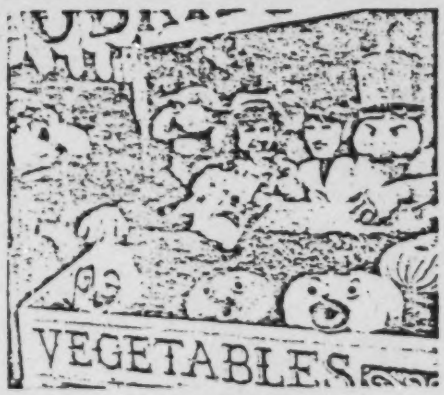
young non-professional actors in multi-racial situations. If an episode takes place in an operating room, for instance, the heart surgeon would be black.

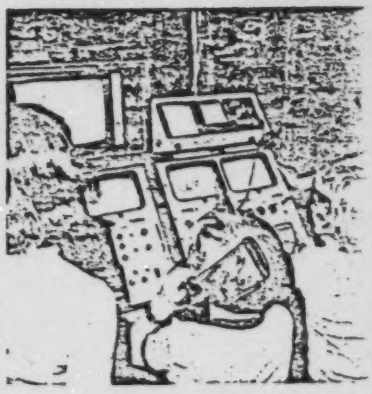
One very special advantage of cable service is the opportunity for young people to make their own programs for their own peer group. Viking Cable TV in Sun Prairie, Wisconsin, has developed such an innovative channel called KIDS 4, in which youngsters between nine and 13 design, develop and implement programs they want to cablecast. They become writers, producer, audio operators, camera personnel and the stars of the show. That's different from PBS's *Zoom* in which the kids star and contribute ideas.

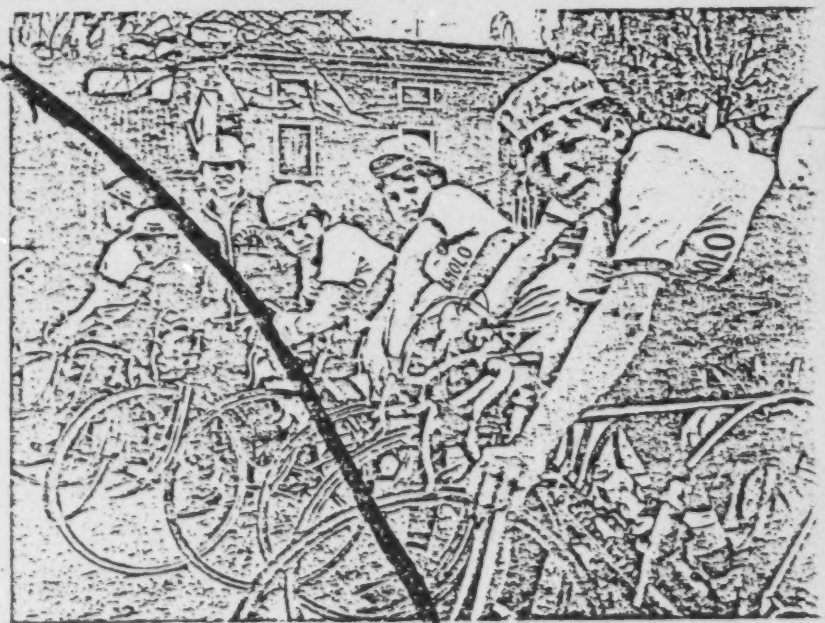
KIDS 4 productions thus far include a news show, an ethnic cooking program, and public service health announcements. According to its adult organizer, "KIDS 4 provides children with a means of influencing what they see on televison rather than being influenced by it."

Commercial networks generally forget that children really like seeing other children in action. Young people can put themselves in the place of the kids they see in this kind of program.

Television generally provides very peculiar role models for children—there's a sexist view of women as incompetent, for example. On KIDS 4 there are male and female kids doing all the right things. And the fact that children are on the tv being productive is something very rare. TV generally excludes kids from everything but commercials, and the children they do see don't seem like real children. If they know nothing else, children know what the kids they go to school with are like. KIDS 4 feels like those kids.





Kids' cable shows, clockwise from tc Plus and Minus eye a cupcake Nickelodeon's *Pinwheel*; KIDS 4 tec nical director and crew learn the basi of tv production; young bicycle race in Italy captured on *Big Blue Marb* "Eat me, eat me," sing the vegetabl on *Pinwheel*.

# Children produce, act in TV programs

By Joe Beck
Suburban reporter

SUN PRAIRIE — If you're one those who regard children's TV as a procession of commercials for toys, candy and gaseous soft drinks interrupted occasionally by inane cartoons, you might be surprised at what they're doing in Sun Prairie.

KIDS 4, a Sun Prairie cable TV channel bears little resemblance to standard children's fare. Instead of putting their minds on automatic pilot as they watch TV, 20 youngsters, ages nine through 13 are producing, directing, writing, and starring in their own shows.

Junior Walter Cronkites anchor a news show once a week, complete with a cast of aspiring cameramen, audio technicians, newswriters, and sports director. Skits, dramatic offerings, ethnic cooking programs, public service health announcements and news features are some of the other offerings brought into Sun Prairie homes. The channel averages three to five hours of air time a week.

The latest project is a pilot program for pre-school viewers, said Nancy McMahon, executive director of Sun Prairie Children's Channel.

As the adult head of the channel, Ms. McMahon is responsible for selecting 20 children who will produce the shows and another 12 for the programming committee. There is usually a list of about 100 applicants, she said.

"We make commitments to the children we have chosen that we will teach them the rudiments of TV production for that year," she said.

"The real goal is to get the children to think more clearly about programming, to appreciate it a lot more and become more critical of what they watch," said Paul Raymond, director of research for the Midwest Survey Research Institute.

Raymond's firm recently completed a poll in which 67 percent of 310 Dane County residents said they supported the using public funds to support programming like that on KIDS 4.

"As the results of our poll clearly show, there's a lot of interest in this type of service," said Raymond. "I think we will see more and more communities adopt services like KIDS-4 in the future."

KIDS 4 uses the studios of Viking Cable TV in Sun Prairie. Equipment, training and other organizational support comes from Viking Cable, the city of Sun Prairie, individual contributions and the American Council for Better Broadcasts, a non-profit consumer group based in Madison. There is no direct involvement by the schools.

The programming committee decides what will be aired and at what times. The cast supplies the production.

Those involved in productions enter the KIDS 4 program through auditions. They must compete in the following year's auditions if they want to stay on. Those interested in the programming committee need an audition, although some of them have.

Ms. McMahon said past auditions have consisted of news script writing, conversations, and various kinds of role playing. "We're looking for dramatic abilities, and creativeness," she said. "We're looking for young people who have manual dexterity if they want to be camera people, kids who like to write, kids who like being involved in graphic arts.

"The jobs are the same as the ones you would find at any TV station with the exception of sales."

This year's auditions will be held from Tuesday, July 14 through Thursday, July 16 at the Sun Prairie Public Library, 802 Windsor St. Interested persons should call either 837-2471, 837-5644 or 837-3899 for an audition date and time.

## Communities

THE NEW YORK TIMES, SUNDAY, AUGUST 16, 1981

# Television

*"Cable now has another — perhaps the last — chance to fulfill the promise held out by the technology of television." (Kate Moody)*

**TV VIEW**

**KATE MOODY**

# Cable TV— Who's Minding The Children?

There have been a few notable efforts to shape the medium to meet the needs of children. For instance, Sun Prairie, Wis., has mandated by city ordinance a children's cable television channel. To date, it is the only community in the country to have done so. There, 8- to 13-year-olds are involved in all aspects of producing and programming for their own channel, which is called "Kids 4." The existence of such a channel results not only in television programs but in new educational processes. In one major project, the children organized a study of the history of their town, which had never before been presented in an easily accessible form. They researched and drew a map of historical places, which was then published in the local newspaper. They presented a public performance of historical moments and recorded it on video-tape, and now they are editing the material into a one-hour video production, "Historical Moments in Sun Prairie."

*Kate Moody is the author of "Growing Up on Television." John J. O'Connor is on vacation.*

MILWAUKEE SENTINEL

Tuesday morning, September 15, 1981

# Will 'divide and conquer' work for cable?

*Second of a series*

**By Ron Legro**

The show's title, "Jaws 3," sounds ominous, but its animated clay figures turn out to be charming:

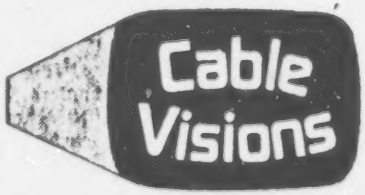
A fisherman is reeling in his catch when his boat is suddenly surrounded by vicious sharks. "Oh no!" he squeals. The sharks attack, and the fisherman fights them off. The End.

Next, a young boy chats with Chip Carter, son of the former president. Then, a couple of pre-teens take a ride in a police car. They're doing a documentary on a cop.

Those are the kinds of programs seen on KIDS-4, a two-year-old cable-TV channel in Sun Prairie. The shows are written, produced and acted out by local children ages 9 to 14.

KIDS-4 is a good example of the programing novelties made possible by cable.

Ask cable viewers what they frequently watch and they're likely to list some of the nearly 30 commercial services now being distributed via satellite to cable systems around the country.




Those include a few major independent TV stations, such as WOR in New York and WGN in Chicago. Other services have been especially developed for cable. Some contain commercials; others are offered to subscribers for an additional fee beyond the basic cable charge.

There are 24-hour movie services such as Showtime and Home Box Office and channels devoted entirely to religious, sports, news and children's programing. One channel offers pop-music concerts in stereo, while another covers congressional meetings and yet another serves up two-way electronic games.

Over-the-air broadcasting is geared to seek the widest possible audience, but cable's multiplicity offers a chance to cater to small groups with special interests. That trend, already established in radio, is called "narrowcasting." Not everyone is convinced it will work on TV.

**Viewing levels off as novelty fades, some cable clients say; Page 2 of Good Morning! Editorial on Page 8.**

Michael Fuchs is entertainment chief for Home Box Office, a leading pay-cable service that is branching out to offer entertainment specials, documentaries and magazine shows in addition to first-run movies. He questioned the economics of offering quality programs to many small audiences.

"There's not going to be room for

Cable Turn to Page 9

# Will 'divide and conquer' work for cable?

Cable From Page 1

100 channels of programing, despite the technology," Fuchs said.

But others think there is likely to be plenty of competition to deliver specialized information services. And viewer participation could be substantial.

"The entertainment aspect of cable TV is minor," said Terrence Cooley, president of ESHAC Inc., one of many community organizations taking interest in Milwaukee's coming cable franchise. "One of the great possibilities of cable is in having citizens talking back to the system."

The city is requiring that 35 cable channels be set aside for institutional use. In addition, separate channels are to be set aside for professionally produced local, educational and governmental programs. Four more channels will be reserved for public access.

A non-profit Milwaukee Access Telecommunications Authority is to be set up to assist non-professionals, including community organizations and individuals, on a first-come, first-served basis at a small charge. Studios, equipment and training are to be made available.

Will anyone use it? Interest appears high. Fifty-eight community organizations recently polled on behalf of the city estimated that they might produce an annual total of 8,200 to 9,800 hours of public-affairs shows.

It's happened elsewhere. In Denton, Texas, community access accounts for one-third of all programing on the city's 35-channel system.

Public-access programs in other cities have included cooking and gardening tips, poetry readings, talk shows, comedy, sports and short dramatic presentations.

Trempealeau County in northwestern Wisconsin has a two-way cable system that not only brings in far-flung entertainment, but also links the county's eight school districts with homes and government offices.

"There are travel savings," said William Urban, Blair school superintendent who is on the cable system's board of directors. "When the county's school superintendents met monthly, I used to have to drive 23 miles one way. Now I go down to the school studio, we cover the items on the agenda over cable TV and I'm back in my office by noon."

Some students in the county's widely separated schools are simultaneously taught by teachers lecturing over cable TV. Some school lectures and productions can be seen in homes. Meanwhile, senior citizens are producing their own programs for local broadcast.

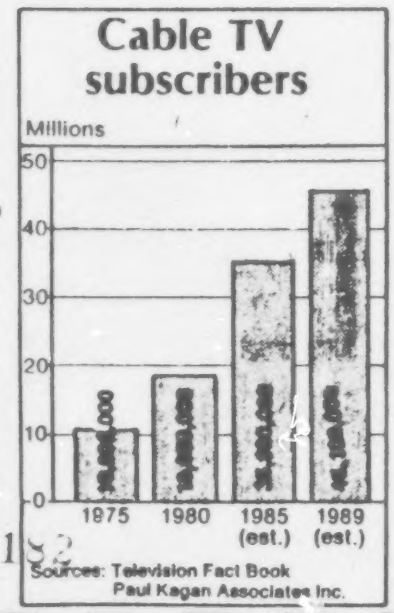
"Local groups will use channel space if they're given adequate support and encouragement," said Nancy McMahon, chairwoman of the Sun Prairie Cable Commission and overseer of Sun Prairie's KIDS-4.

About 25 children are chosen annually in community auditions to participate in KIDS-4. A recent poll indicated that a large majority of area parents support the service.

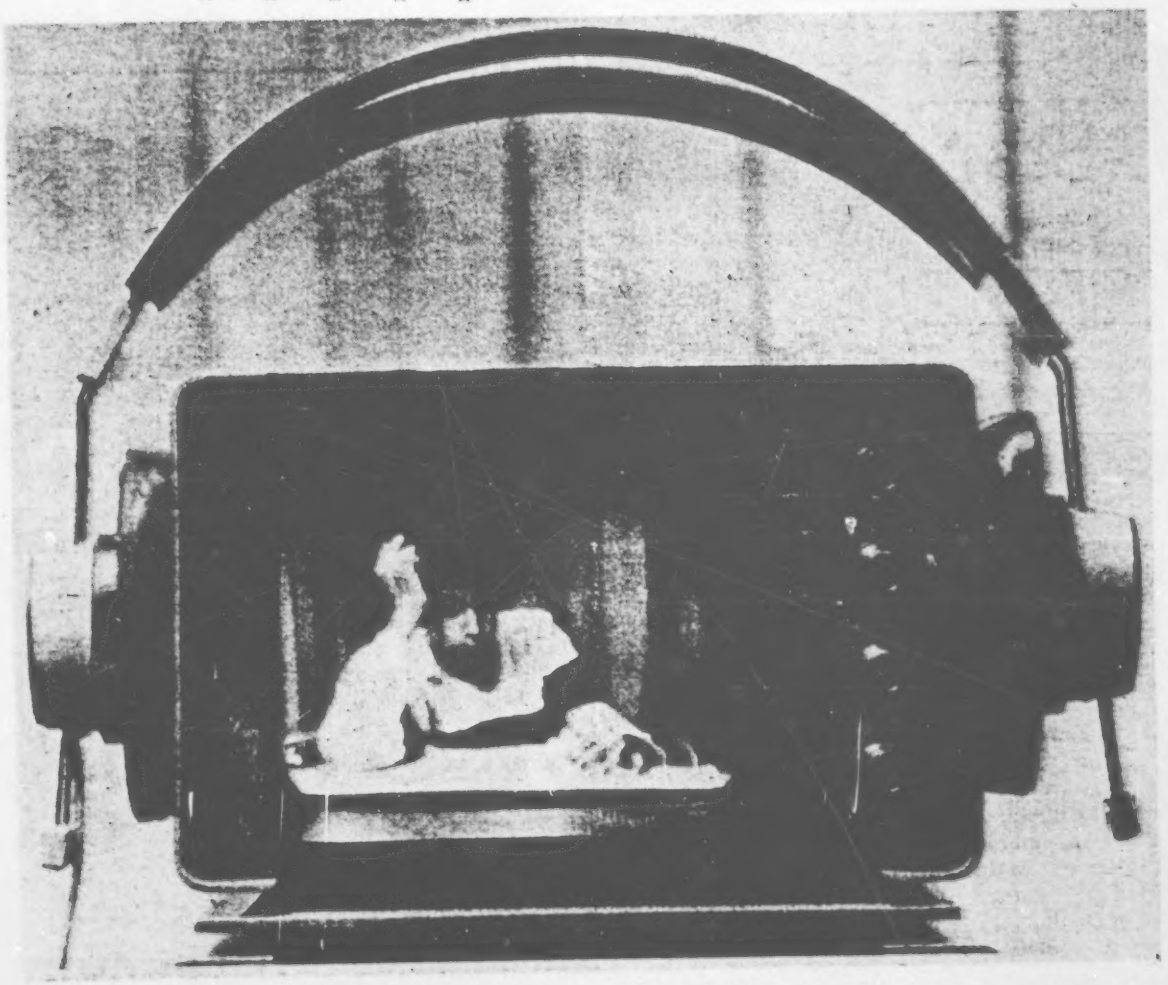
"The idea is to demystify television," Ms. McMahon said. "The experience is supposed to teach children that they can influence what they watch, as well as be influenced.

"We want the child to understand that TV is interactive and they don't have to sit there like sponges. Our real attempt is to create media-wise consumers, not to come up with another David Brinkley."

Wednesday: Who will run it?



# Children Run Their Own TV Network



Going Over Script — Becky Luce checks her script before going on the air with news on KIDS-4, a cable television channel run by children. She is seen through one of the station's cameras. (AP Laserphoto)

SUN PRAIRIE, Wis. (AP) — Chris Kerwin is a two-year veteran of the television news business. He was 10 when he started.

A slender, towheaded youngster with an infectious smile and dimples, Chris is concentration personified as he barks orders, sets up sound equipment and focuses the portable, color camera for a tight closeup.

As the camera rolls, he delivers his monologue with practiced polish, ignoring the crowds that invariably gather when he and the rest of his pint-sized news team show up.

Chris and 39 other Sun Prairie youngsters between 9 and 14 are beginning the third year of a unique broadcasting project — KIDS-4, a cable television channel run completely by children.

"It's totally dedicated to children. They decide what goes on and when," said Nancy McMahon, president of Erin Broadcasting and executive director of KIDS-4. "Just think of a typical television operation and reduce the height of the participants."

The project, which has an operating budget of about $20,000 a year, is funded in part by the Sun Prairie Cable Commission and the city. Parents of the youthful participants are also forming a "Friends of KIDS-4" to support the channel.

The young staff includes a 20-child production crew picked through auditions, a 12-child programming committee selected by Ms. McMahon and eight cadets being trained for next year. Although the project is not directly affiliated with the Sun Prairie School District, all participants must be students in the district.

A few adult volunteers are on hand to ensure safety and provide technical advice if the kids request it. But there have been no accidents in two years of operation, and once the training period is over the youngsters need little help with the equipment.

"I'm only the adult producer. It isn't important what I think they want to talk about (on the shows). It's what they want to talk about," Ms. McMahon commented. "In so many situations with children, adults do the talking, not the listening."

Continued (over)

Children Run Their Own TV Network
(continued from previous page)

"They try to give as little advice as possible," said 11-year-old Jon Garrett, beginning his second year with KIDS-4. "We do everything. We make it, we produce it, we write it, we film it."

"I usually do film. I'm not usually talent. I'm a technician," he added with no small pride.

It has been a source of surprise to adults in the project that jobs behind the camera are far more popular than on-camera spots. But the reason is obvious to the kids.

"I get to see how it works," Chris explained.

There are no child stars on KIDS-4, which is available in about 4,000 Sun Prairie households.

"No one child gets singled out," Ms. McMahon said. "They're simply too young to cope with that kind of attention. And blame."

The children's channel is on every day and features about two hours a week of locally produced programs. Last year, the KIDS-4 produced a weekly news show and special programs such as call-in shows and coverage of Sun Prairie High School hockey games.

This Oct. 15, the crew will participate in a special presentation during an American Council for Better Broadcasts conference in Washington, D.C. The Sun Prairie youngsters will talk with children in Australia through a live satellite hook-up.

The purpose of KIDS-4 is not to turn out miniature journalists, Ms. McMahon explained.

"We hope to teach them to be literate consumers of the media," she said. "We didn't set out to produce little David Brinkleys and Howard Cosells -- although we may have had them."

"The main thing is not a television thing," said Ms. McMahon's assisant, Pat O'Brien, whose 10-year-old daughter Anne is beginning her second year with KIDS-4. "It gives them a sense of responsibility. It gives them a sense of accomplishment. It gives them an awareness of the community they didn't have before."

It also teaches the children spelling, writing, mathematics, history, teamwork and leadership, Ms. McMahon added.

If the project has taught the youngsters much, it has provided the adults with a demonstration of what children can and cannot do, given the chance.

It has also shown them never to underestimate the youngsters' chutzpah. One child wrote to Walter Cronkite and signed the letter, "Your fellow anchormar, David Fabie."

youthful crew decided they wanted to interview Chip Carter, slated to stop in Sun Prairie the next day to campaign for his father.

The adults told them it couldn't be done on such short notice and the president's son probably wouldn't be available to talk to a children's station, anyway.

Undaunted, Pete McDuffee, then 13, called the White House and set up an appointment.

"(Adult volunteer Robert) Rodriguez called me that evening and said, 'Guess what you're doing tomorrow?'" Ms. McMahon said.

The next day, the national press corps crowded around as 10-year-old Kara Ellestad, in long dark braids tied with red ribbons, reached up with a microphone and zapped Carter with the first question of the first television interview she had ever done.

"Who pays your salary?" she asked.

"Her second question was, 'Mr. Carter, what are your personal political ambitions?'" Ms. McMahon said, adding, "Don't tell me kids can't learn to use the media, rather than be used by it."

# KIDS 4 on national TV

*Sun Prairie's children's channel, KIDS 4, was featured on national television, CBS morning news show, last week. These photos were taken from the television screen as the local TV youngsters were doing their thing in production of KIDS programs. The channel has also been featured on national NBC and ABC.*

Journal and Courier, Lafayette, Ind.,
Thurs., Oct. 15, 1981


# KIDS-4's short staff long on TV talent

Just think of a typical television operation, reduce the height of the participants and you've got KIDS-4, a channel run by youngsters who produce weekly news and call-in shows, and cover hockey games.

SUN PRAIRIE, Wis. (AP) — Chris Kerwin, a two-year veteran of the TV news business, is the perfect professional at the scene of a story — barking orders, setting up sound equipment, focusing a portable color camera for a tight closeup.

He's 12.

A slender towhead with dimples and an infectious smile, Chris delivers his commentary with polish, ignoring the crowds that invariably gather when he and the rest of his pint-sized news team show up.

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"It's totally dedicated to children. They decide what goes on and when," says Nancy McMahon, president of Erin Broadcasting and executive director of KIDS-4. "Just think of a typical television operation and reduce the height of the participants."

THE PROJECT operates on about $20,000 a year, provided in part by the city and the Sun Prairie Cable Commission. Parents are forming a "Friends of KIDS-4" to support the channel.

The staff includes a 20-child production crew chosen through auditions, a 12-child programming committee selected by McMahon and eight cadets being trained for next year.

A few adult volunteers are on hand for safety reasons and to give technical advice. But no accidents have occurred in two years of operation, and once the training period has ended, the youngsters need little help with the equipment.

"I'M ONLY THE adult producer. It isn't important what I think they want to talk about (on the shows). It's what they want to talk about," McMahon says. "In so many situations with children, adults do the talking, not the listening."

KIDS-4 DOES NOT exist to turn out miniature journalists, McMahon says.

"We hope to teach them to be literate consumers of the media," she says. "We didn't set out to produce little David Brinkleys and Howard Cosells — although we may have had them."

And McMahon's assistant, Pat O'Brien, says, "The main thing is not a television thing. It gives them a sense of responsibility. It gives them a sense of accomplishment. It gives them an awareness of the community they didn't have before."

IT ALSO teaches the children spelling, writing, mathematics, history, teamwork and leadership, McMahon says.

Besides what it's taught the children, the project has shown the adults what children can do, given the chance.

Two years ago, planning their first show, the crew decided they wanted to interview Chip Carter, scheduled to stop in Sun Prairie the next day to campaign for his father.

The adults told them it couldn't be done on such short notice and the president's son probably wouldn't be available to a children's station anyway.

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"Her second question was, 'Mr. Carter, what are your personal political ambitions?'" McMahon says, adding, "Don't tell me kids can't learn to use the media, rather than be used by it."

Eleven-year-old Jon Garrett, beginning his second year with KIDS-4, says, "They try to give as little advice as possible. We do everything. We make it, we produce it, we write it, we film it."

Adults on the project have been surprised that jobs behind the camera are far more popular than on-camera spots. But the reason is obvious to the kids.

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The children's channel is on every day and features about two hours a week of locally produced programs. Last year, KIDS-4 produced a weekly news show and special programs such as call-in shows and coverage of Sun Prairie High School hockey games.

# The anchorboy falls off his chair, the anchorgirl shoots spitballs...

## but somehow this all-kids TV station is thriving and even scooping the grown-ups

*Technical and camera crews at the ready behind her, KIDS-4 reporter Anne O'Brien, 10, begins her on-air spiel.*

By Grant Pick

The word came only a day and a half ahead of time: First Son Chip Carter would stop in Sun Prairie, Wis., to inaugurate the town's August corn festival. It's not every day the President's son happens by the self-proclaimed "Groundhog Capital of the World" (pop. 12,854). So staffers at Ch. 4, the only operating TV station in the village, spun into action. A producer persisted in calls to the White House and finally mustered up a press secretary, who said, "You've got five minutes with Chip. No more." The producer and his reporter, one Kara Ellestad, next researched Carter in detail.

The corn festival opened on a Friday afternoon on the apron of a park. Carter, handsome in a cream-colored suit, said a few words, cut a red ribbon and then stepped over to Kara's microphone. He seemed to stiffen at her →



continued

brazen questions—"Who pays your salary?" or "Would you rather be known by your own accomplishments or as Jimmy Carter's son?"—and he began preparing to leave. "Know what I gave Amy last year as a birthday present?" said Chip, inching off. "I had John Travolta come down to have dinner with her and 12 friends. Nice to see you." And he was gone.

But Ch. 4 had him on tape. If the station had performed ably in snaring and grilling Carter, it was the more impressive because Kara Ellestad was a pigtailed 10-year-old when she did the interview two years ago, and her producer was just a little older; and Ch. 4, also known as KIDS-4, ranks as probably the only TV outlet in America where youngsters program, produce and perform their own shows, with minimal adult input.

The idea for KIDS-4 began in the mind of Nancy McMahon, a local aristocrat whose family is as native to Sun Prairie as the groundhogs. Having to shepherd four offspring through harsh Wisconsin winters led her to rue television's negative impact on children. So, when cable companies came courting Sun Prairie officials in the early 1970s, McMahon led an effort to force whichever firm won the franchise to set aside one channel for kids. When Viking Cable emerged with the franchise, KIDS-4 was born.

That was October 1978. Today KIDS-4 functions with a staff of about 40 children, aged 9 to 14, each of whom serves a one-year tour of duty. The bulk of the youngsters serve as camera operators, directors and on-air personalities. A dozen children compose a program committee and determine what's to be broadcast.

Though Warner Cable's children's service takes up most of the program day, there's a lot of opportunity for KIDS-4 to strut its own stuff. A half hour of local news is broadcast each Thursday during the school year. Throughout the year the station puts on a number of specials, paying close attention to such home-grown events as the midwinter Groundhog Day ceremony, midget auto races and—regardless of Chip Carter's presence—the



corn festival. With the help of grants, KIDS-4 has completed documentaries on the history of Sun Prairie and on local art museums.

The quality of all this is a bit—uh—uneven. Take the news show. The heavyweight on the news is David Fabie, a bright lad who has mastered the sing-song elocution of big-city anchors everywhere by practicing both with a tape recorder and in front of a mirror. David reports "general local stuff," which means city council doings as well as the annual call for day-camp registration. But last year, anyway, he was often undermined by co-anchor Anne O'Brien, a petite blonde who loves corny jokes. Recalls Fabie, "Anne had the disgusting habit of tearing her script into pieces and firing spit-wads at me on camera."

Then, too, the KIDS-4 crew often labors under some physical constraints. "The platform that supports my news desk has little cracks in it," relates Fabie. "You'll scoot your chair over, hit a crack and down you go."

Despite such difficulties, KIDS-4 perseveres—and sometimes, as with Chip Carter, triumphs. On occasion, the news show scoops the Sun Prairie paper. This recently happened when Fabie was first with a story about finding $10,000 in a shoe box. Chris Kerwin, regularly the KIDS-4 sports ace, proves quite adept at interviewing midget auto racers, who tower above him. "Once I'm through with them," he says, "all they want to do is say hi to their moms."

Most KIDS-4 staffers also become expert in the mechanical side of television and thus are more critical viewers. Now and then this consumerism reaches extremes. Recounts the mother of an 11-year-old camera operator, "My son's constantly pointing out bad editing, to the point that it drives us nuts."

The influence of KIDS-4 extends, as well, to youngsters' watching less television each day. A few staffers have forsaken shows they know are poor quality. "Yes," sighs one, "I've even given up *Gilligan's Island*." TVG

# History mapping program planned

The program on the youth project, "Mapping the History of Sun Prairie," will be held in the public library Thursday, September 10, at 7:30 p.m., not at 7 p.m. as originally announced.

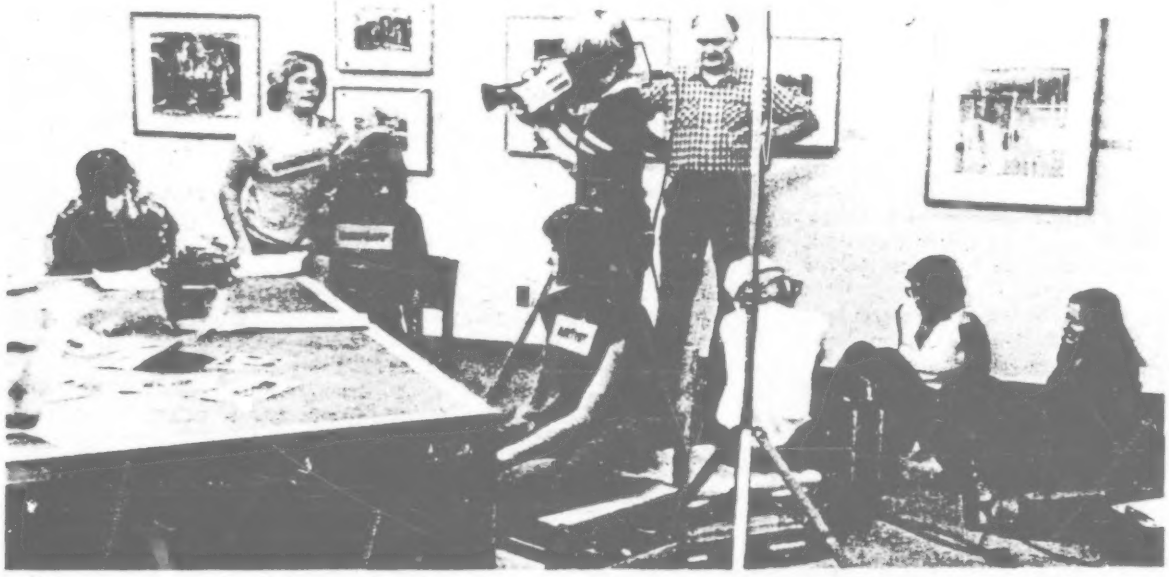
The new time has been set so students at Bird School may attend both the open house at the school and the mapping project program.

The program features several different sections. The first part will consist of the showing of the videotape produced by Kids-4 as part of the project. Dan McMahon, tape editor, says the tape will last approximately one hour and includes segments of all of the students working on the project as well as the four plays written by the students. The plays were filmed in the museum, Civic Theatre rehearsal hall, Sheehan Park, and the Bob Davis backyard.

The rest of the program will consist of a display and explanation of the student's work included in the grant from the National Endowment for the Humanities.

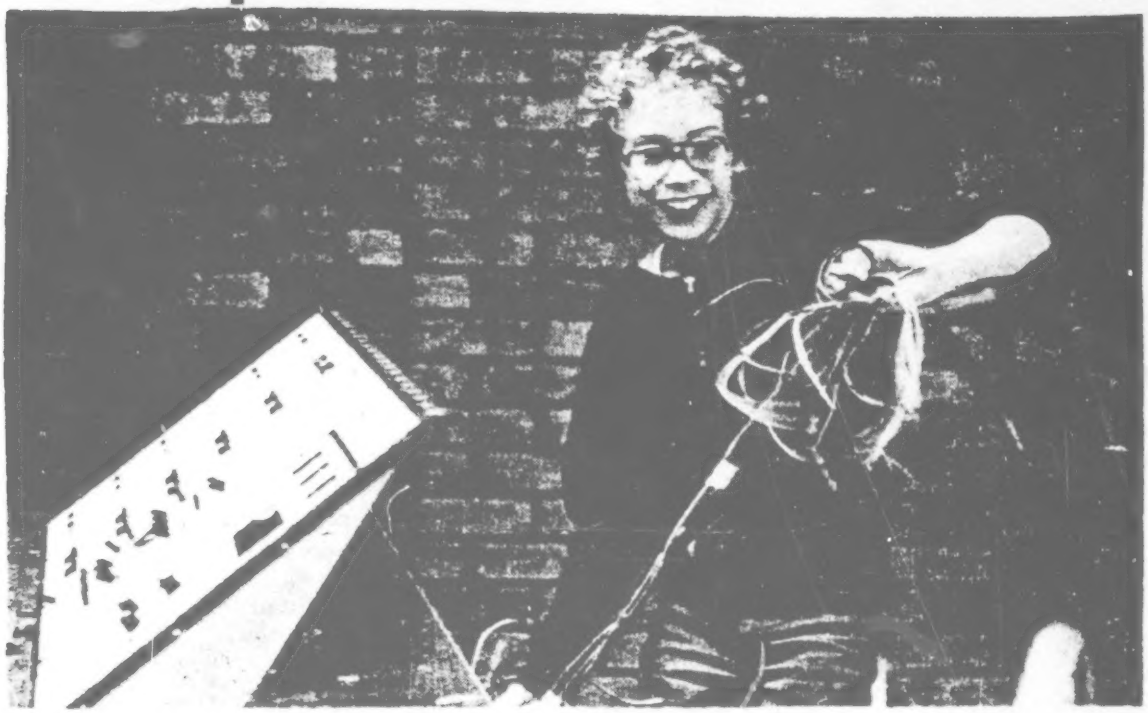
Refreshments will be served at the conclusion of the event. This program marks the end of the project with the exception of the exhibit which runs through Sept. 17.

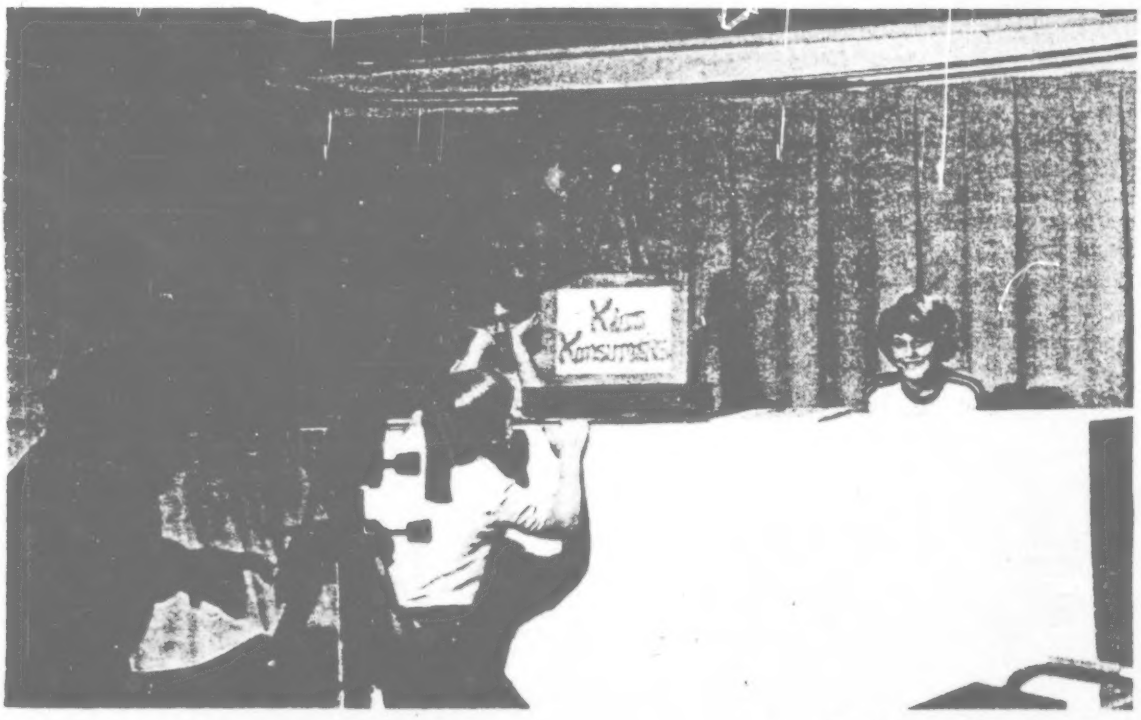
Peter Klein, project director, says, "It is our hope that the exhibit will travel to different locations in Sun Prairie and if youth show the interest, then other programs of this nature could be offered by the museum."



*Selected art students and Kids 4 television students from Sun Prairie toured the Center Gallery, the Elvehjem Museum and the Madison Art Center to learn more about art, how galleries and museums work, and television production. The Kids 4 students, who program and produce television on the exclusive children's channel on Viking Cable's Sun Prairie system, performed under the guidance of Meg Antonius and Mary Goodnetter of WKOW-TV. The art students conceived and wrote the story for the production. Peter Cole, art department head at Sun Prairie High School, was overall director for the project and Kathy Bass of Sun Prairie Kids 4 was video coordinator. The tapes will be aired sometime this fall and later will be available for additional showings on Viking's community access channels. In the picture, front, from left, are: Donna Gasper, Stacee Jensen, Melanie Melvin, and Melissa Maracek of Kids 4. Second row are Chris Kerwin, Peter Cole, Mike Dougherty, Mary Goodnetter and Meg Antonius.*

# Catholic youth profit from experience with KIDS TV





— *Photos by Martha Link*

Tom Blood seems to be learning fast as technical helper with KIDS 4 TV station in Sun Prairie. Preparing a live "KIDS Konsumers" program are Dawn Wheeler, camera person; John Garrett, technical director audio; Beth Burchett, talent; and Glenn Zwieg.



(continued over)

# Catholic Youth Profit from Experience with KIDS TV

(continued from previous page)

**By Dorothy Link**
*Herald Citizen staff*

SUN PRAIRIE — Catholic youth are very enthusiastic about their participation in KIDS 4, a unique children's cable television station operating out of Sun Prairie.

Pat Anhalt, 13, in his third year with KIDS TV, says he learned how TV works, use of a camera, studio functions and choosing materials. "We demonstrate what kids can do," he boasts.

KIDS TV began its third year in September. It has the distinction of being the first TV station in the world run for, by and with children. Its vision is to provide children with a means of influencing what they see on TV, rather than just being influenced by it.

Parents have reported that KIDS participants become very different viewers of TV as evidenced by their critiques of programs in a family setting. Some of the young people are already considering future careers in media.

Anne O'Brien, 10, was encouraged to audition for KIDS by her parents. She became a "story lady" for the program "Randy and Friends" and wants to be an actress.

Tom Gehrmann, 13, is on the production crew and in his second year in programming. He can now explain the technicalities of TV as his family watches.

Terry Tuschen, Jr., and Ray Yunker, Jr., both 14, are now past the nine to 13 age limit for KIDS TV, but they tell how they benefitted from three years with the station.

Terry believes that the more other communities, like Madison, come to watch KIDS TV, the better the idea will spread. Ray, former news technical director, is taking courses at DeForest high school that are pre-requisites for college mass media courses. He would like to see other smaller communities undertake a kids' program.

Nancy Chase McMahon and drama media teacher Robert Rodriguez implemented the concept of a channel reserved exclusively for children in 1979. Before that, the cable committee and the City of Sun Prairie had provided for KIDS 4 as part of the franchise with Viking Media.

Of her interest in children's television, Ms. McMahon comments, "You can't be a rural housebound mother of four preschoolers in Wisconsin winters without realizing the influence of television upon them. It was then I conceived the idea to do something about it."

Later she did volunteer work with the League of Women Voters and Channel 21 prompted by the involvement of her mother, Marcella Chase. She returned to college to study communications and wrote a paper which attracted the attention of the American Council of Better Broadcasts. Next she traveled the state studying use of cable television.

When Sun Prairie was considering cable, Ms. McMahon held public meetings with several interest groups and they all confirmed her idea by asking, "What can we do for kids?"

"It was a matter of being in the right place at the right time," she adds, pointing out how many volunteers in this same community have built up the nationally known senior center, the Colonial Club. The people said "sure" to both projects for young and old.

The project succeeded in spite of protests of professors who believed that no community or cable company would buy the idea, no kids would do it and no way to finance it would be found.

KIDS 4 is television by children but not just kids' "stuff." A visit to a late summer programming workshop for beginners found them full of ideas for interviews with legislators, doctors, teachers, dentists and clergy. Kids design, develop, implement and produce the shows. They can be writers, producers, audio operators, camera personnel and talent. Minimal adult influence is sought.

Programs that will be viewed this season are a news show directed by veteran broadcaster Pat O'Brien; "KIDS Konsumers" directed by eastside fifth grade teacher Gerry Bobholz; and "Randy and Friends" headed by Randy Nichols, former disc jockey now in advertising with WMAD Radio. Schedules are published in the weekly Sun Prairie *Star-Countryman* newspaper.

During the week of October 11-17, eight kids, parent chaperones and leaders were in Washington, D. C. to do the first interconnect and shared video by satellite by children in world history. They were joined by four KIDS Alive from Bloomington, Ind., for the international live children's one hour conversation with a similar group of children in Brisbane, Australia.

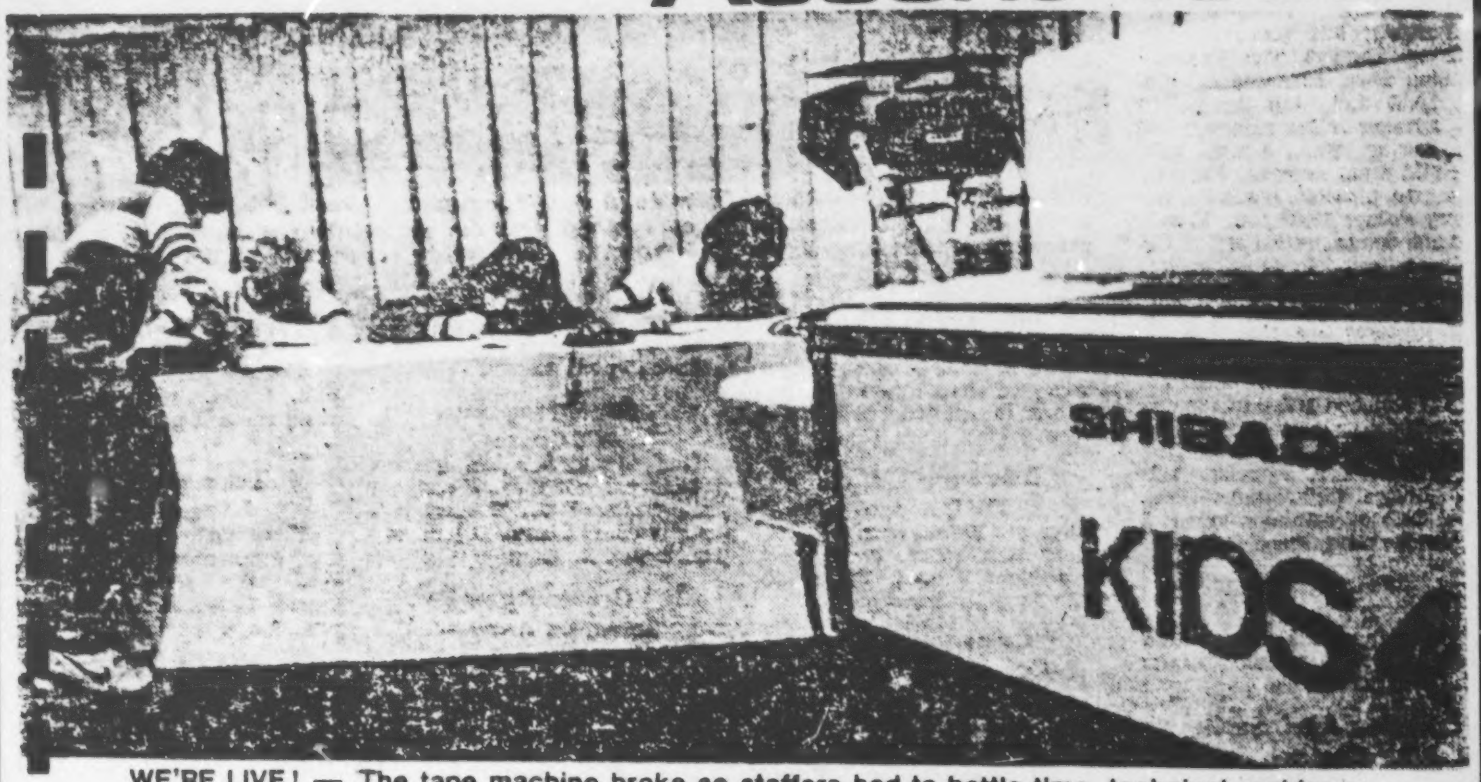
The program was in connection with the 28th annual conference of the American Council for Better Broadcasts, the oldest consumer group concerned with the quality of broadcasting in this country which has national headquarters in Madison.

KIDS 4 relationship with the Australians began during the past year when Ms. McMahon received a request from Brian Mackness, free lance producer and children's director from Australia. He subsequently spent six weeks here with KIDS 4 composing music with them and donating his time.

To fund the D.C. trip, KIDS raised $1,500 putting on a telethon.

Other grants and gifts, as well as inquiries, are welcome at KIDS 4, Box 142, Sun Prairie, Wis. 53590, (608) 837-5454.

# Accent Youth




WE'RE LIVE! — The tape machine broke so staffers had to battle time, technical problems.

# Children Produce, Act in Own TV Shows

By MARY ELSON
*Chicago Tribune*

SUN PRAIRIE, Wis. — The sports anchorman, who was doubling as technical director, emerged from the control room and strode grimly to the studio anchor desk.

"Folks," he said, "we have a big technical problem. We're going to have to go live."

Grimaces, cries of panic.

"Don't push!"

"Uh oh, the monitor's off."

"Geez, get ready, and don't say, 'Well, I think, uh, we have a tape.' Do you knwo how dumb tha sounds?"

"Oh, God, we have no audio."

"No goofing during the show, anybody."

"You'd better know what you're doing (thumping on a desk). If you screw up ..."

"Just knock it off. QUIET, QUIET!"

And then:

"Good eve ... (uncertain glance at the control room brings wild signals to continue)."

"Good evening, and welcome to KIDS-4 news. I'm David Fabie. On your screen before you is a tape of the Space Shuttle Columbia as it appeared 20 seconds — uh, excuse me, 35 seconds — before liftoff at 9 a.m. this morning ..."

So began a particularly nerve-wracking edition of an all-children's news program recently in Sun Prairie, population 12,000, where kids have been demonstrating for the last three years that they not only are TV watchers, but also TV producers, directors, reporters, cameramen and announcers.

On this night, the usual procedure of taping the news show at 5:30 p.m. and broadcasting the tape at 6:30 went awry because of problems with a videotape machine.

A half-hour of tinkering by KIDS-4 news director, John Garrett, 11, and the sports anchor, Chris Kerwin, 12, failed. ("The console cord won't go into the VEH cord, so we had to do a runoff with the portapack ...")

So for the first time in three years, KIDS-4 News went out live to Sun Prairie's 1,500 cable TV news subscribers.

It was far from smooth, but the kids knew that the blame or praise was theirs alone.

The news program is one of four shows (others are a "Kids' Consumer" report, "Kids Can Cook, Too" feature and "Randy and Friends" puppet show) that are written, produced and directed by 40 children (chosen from more than 100 who auditioned) aged 9 to 13.

**THE KIDS-4** program began in 1978 after local parents and members of the American Council for Better Broadcasting (ACBB), a national non-profit agency in Madison, Wis., petitioned the newly formed Viking Cable TV station to create a channel exclusively for children's programming.

Today, according to Marieli Rowe, director of ACBB, the KIDS-4 channel in Sun Prairie is the only one in the country "dedicated to — and for the use of — children, and children only." While all the shows are not produced by the children, an all-children programming committee decides which syndicated shows are broadcast.

"If there aren't any available that the children like, the screen just goes blank," Rowe says.

"We want kids to influence TV, if they are also going to be influenced by it," says Bob Rodriquez, one of the channel's founders. Rowe says the aim is to "demystify" the technology and make children more

continued (over)

## CHILDREN PRODUCE, ACT IN OWN TV SHOWS

continued from
previous page

critical and literate viewers.

It seems to be working.

John Garrett, the brisk, mop-haired news director, says that since working at KIDS-4 studios, on the second floor of a brick office building on Main Street, "I don't watch TV as much as I used to. I realize how trashy some of the junk is.

"A lot of the programs are just real dumb, they don't have any point. They're just something to catch my attention and make money."

Chris Kerwin singled out the popular prime-time show "Three's Company" for criticism.

"It's the same old thing every time," he said, rolling his eyes toward the ceiling. "Somebody misunderstands somebody else, and at the end everybody goes, 'Oooooooh, so that's what you meant.' At KIDS-4, at least we try to get a variety of things."

"You're more critical," blonde Stacey Simon, 11, says cooly. "You can look and see they messed up that shot — they should have got a close-up instead of a wide shot."

**RECENT SHOWS** have included a consumer report on mittens (what the best buys are, the warmest), an on-the-scene report on a senior citizens' hockey team, an interview with the local high school football coach, and an editorial criticizing the city's snowplows for throwing snow on the driveways and sidewalks kids had shoveled. ("That was a really big issue last year."

Chris recently prepared a story, still in need of editing, on the dangers of caffeine, "a drug that is hiding in so-called 'soft' drinks."

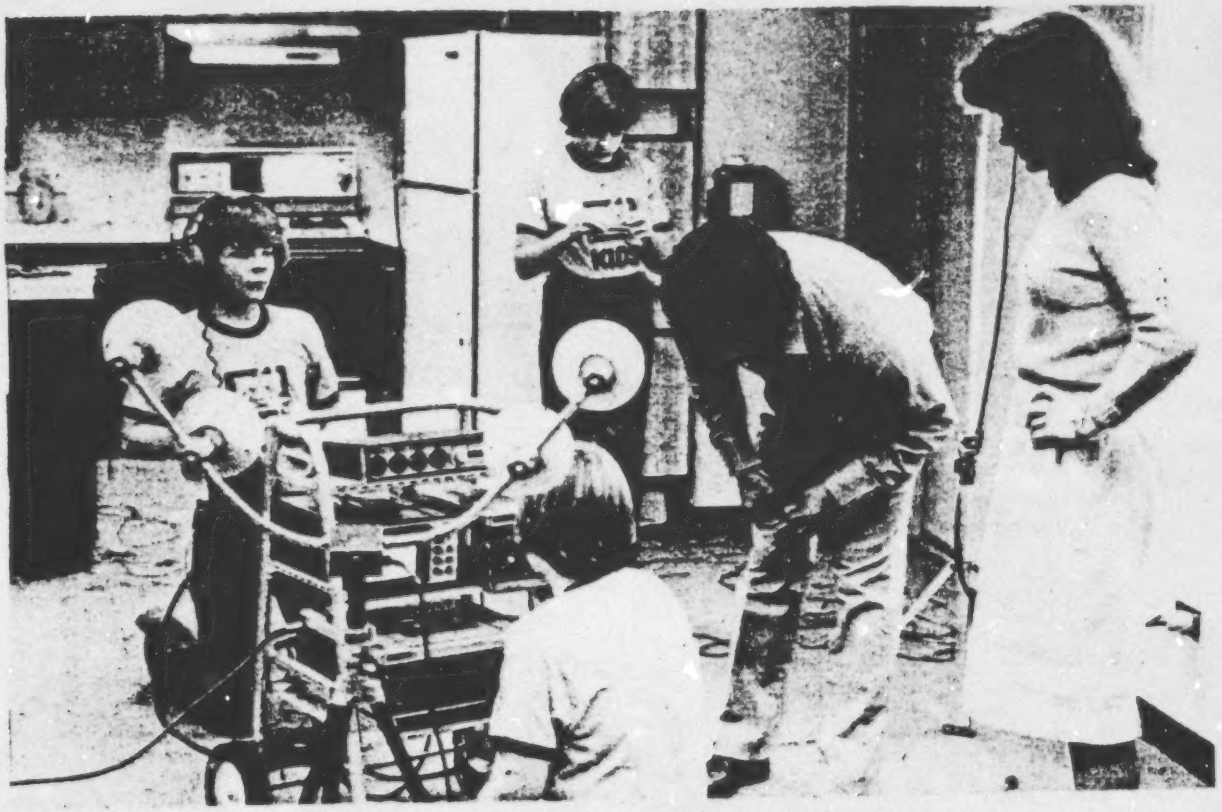
The shows frequently include verbal clumsiness ("This set's got no tranquility," "The Sun Prairie School board will meet to decide the fate of whether to OK or not to OK ..."), along with whispering, blurred shots and bungling on camera. ("Welcome back to the 24-hour telethon. I'd like to introduce Janice and — David! you're in the way! ..." began one nervous 13-year-old, as another child stumbled across the set.")

The kids gripe about how long it takes to write news stories and usually take the news, unchecked, from newspaper clippings.

However, the kids say, the program not only teaches them about television ("They have a zillion ideas," says an adult adviser) but also inspires patience, co-operation and leadership.

"You learn how to supervise a group of people," says Becky Luce, 12. "And you're telling other kids the news you think is interesting and important, instead of what the grownups think. I think we're pretty good, considering kids do it. It would be a lot better if grownups could do it, but they don't."

# National networks visit KIDS 4 children's project



*Robin Smith, associate producer of CBS news, right, and Bob Rodriguez, KIDS 4 advisor, bending, work with one of the crews, Jon Garrett, Tom Gehrmann, and Mike Kennedy, in preparing a tape of the "Kids Can Cook Too" show.*

The three national networks ABC, NBC, and CBS, have visited Sun Prairie's children's channel operation, KIDS 4, the past couple of weeks to televise segments for news programs.

Last week CBS News was in town for three days with camera crews out of Chicago working with Robin Smith, associate producer from New York, filming a segment for the Charles Kuralt morning news.

Smith said she will be in contact with KIDS 4 to inform them as to the exact time of showing.

She said CBS was attracted to the program via an article appearing in the New York Times related to children and television. The KIDS 4 operation was included in the article. It told how the innovative channel was developed in which youngsters between nine and 13 design, develop and implement programs they want to cablecast. They become writers, producer, audio operators, camera personnel and the stars of the show.

"It just captured our imagination," Smith said.

Tuesday, the CBS crew worked with the youngsters during two projects, the Cadets and a make-up workshop. Sharon Garrett, project coordinator of KIDS 4, explains the Cadets, a group of fourth graders, just began meeting this fall. "This was their first time on television and CBS happened to be in on it," Garrett said.

The Cadets are learning the basic knowledge of television through the classroom, seminars and grassroots commentary, she added. They are developing skills in critical viewing."

The assignment for this particular project was to put together a news story. Self critiquing was part of the process. They recorded the stories a week ago and then went before the cameras last Tuesday for a television presentation. Peter Klein, a teacher at Bird School, worked with the youngsters.

Members of the Cadets are Tonya Brink, Sara Frenczak, Lexi Hensler, Jenny Little, Treena Ward, and Tanya Leonard.

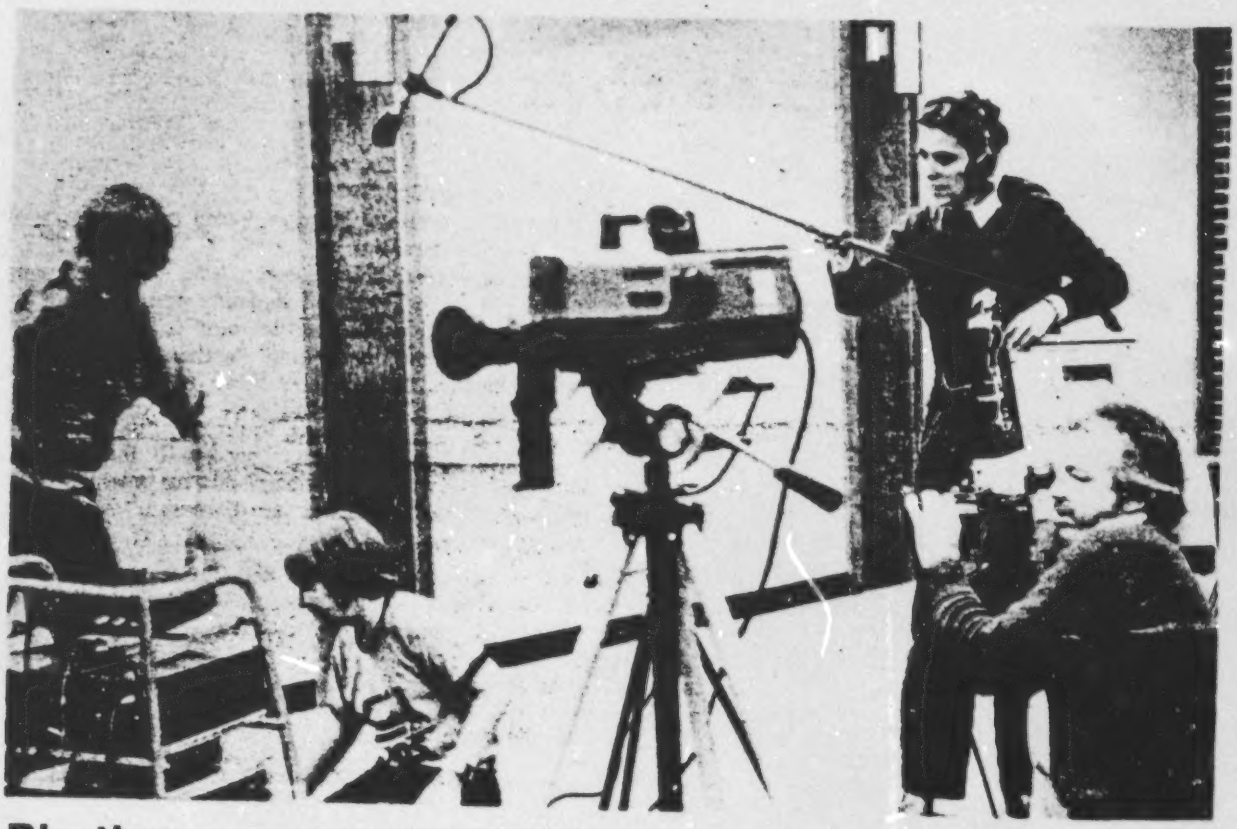
A basic video make-up workshop was offered to all KIDS 4. Those working the night CBS was on hand included: Becky Luce, Ben Belda, Becky Weirough and Stacey Simon. Frank Peot, a teacher in Bird School, guided the young people through the workshop from 6:30 to 8 p.m. This was the third and final meeting of the group.

Jerry Bobholz, a teacher from Eastside School, worked with a technical crew which videotaped both the Cadets and the make-up programs. The youngsters were amazed at how different make-up looked from the real thing to the televised version.

"Kids Can Cook Too," was covered by CBS last Wednesday night. Segments



Continued (over)



# Big time

*A CBS camera crew out of Chicago was in town last week to film some of the operation of the local children's channel KIDS 4 for a Charles Kuralt show. Here they are filming the 'Kids Can Cook Too" show preparation.*

of the cooking show are being taped to be televised at a later date. Bob Rodriguez, former Sun Prairie High School teacher and very active in developing KIDS 4, steps in during spare hours to help with programming. He guides the young cooks, Becky Weirough, Anne O'Brien, Tom Gehrmann, Mike Kennedy, and Jon Garrett.

Last Thursday, CBS sent its camera crew to cover the news show which included an interview with Robin Smith of CBS. Pat O'Brien is the adult news team advisor to KIDS Denise Chevalier, David Fabie, Mike Daugherty, Jon Garrett, Chris Kerwin, Becky Luce, and Stacey Simon. The team works every Thursday night from 3:30 to 6:30 p.m. and presents its completed newscast at 6:30 p.m.

Other shows the KIDS work on which were not covered by CBS include "Randy and Friends," assisted by adult advisor, Randy Nichols, which features puppets in a program for pre-schoolers and "Kids Konsumer Show, directed by Bobholz, dealing with issues that have to do with kids such as the bicycle subject.

"The entire week is filled with activity after school," Garrett adds.

A programming committee, headed by Kathy Bass, is focusing on learning to be critics of television. Meeting every Friday, the youngsters are aiming at being good consumers of the media through seminars, outside speakers, and field trips.

A structure is being worked on to continually expand skills. "One child is ready to do editing of materials and others are close to it," Garrett said.

Meanwhile KIDS 4 continues to attract attention. The NBC segment was aired last week and included the KIDS 4 news show and a remote from the Colonial Club where Chris Kerner interviewed the artist who will be doing an enormous wall hanging depicting past heritage of those involved in the Club.

An article will appear in the November 14 issue of TV Guide and another will come out in the house journal of the Wisconsin Gas Company, "Mainways." The Gas Company facilities in Sun Prairie were used for the KIDS cooking show.

The KIDS will also be the subject of two radio talk shows, one in Orlando, Florida and the other in Montreal, Canada.

Sun Prairie's Nancy McMahon, a nationally known figure in better broadcasting, and executive director of KIDS 4, was primarily responsible for the initiation and growth of this children's channel for and by children idea which is continually gathering national and international fame.

APPENDIX # 11

ADMINISTRATION PACKET (11a-11f)

11a. Time Chart

11b. RFP and Newspaper Advertisement

11c. Consultant's Report

11d. Interim Report

11e. ECB Authorization

APPENDIX 11a

TIME CHART

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

Bid Specifications

NTIA Grant - KIDS-4

TASKS

Applicant is asked to describe detailed proposal for implementing the following tasks for the needs assessment survey for KIDS-4:

1. Identify individuals and organizations in the area which have responsibility for (and will make decisions regarding) television services to children;

2. Design and administer an instrument which will survey children's television habits and preferences;

3. Design and administer an instrument which will survey adult's attitudes toward children's television and determine support (or lack of) for an alternative TV service for children;

4. In Sun Prairie, survey both adults and children's awareness of KIDS-4;

5. Design and administer a questionnaire which will probe officials' attitudes towards children's television;

6. Make a preliminary assessment and propose options regarding the findings of the above tasks;

7. Proposed budget.

APPLICANT QUALIFICATIONS

Analytical and research capabilities.

Experience.

Specific technical knowledge and expertise in all aspects of public/government telecommunications and state of the art technologies.

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

PROGRAM NARRATIVE

The establishment of a children's cable television channel mandated by government ordinance in the city of Sun Prairie is clear evidence of Sun Prairie's need and desire for an alternative children's television program service. As parents, educators, and concerned citizens, we realize that many of our children's needs are not being met by traditional television services. We are committing our resources and labor to the development of an alternative children's television service to benefit Sun Prairie children and other area youth.

The American Council for Better Broadcasts has worked with the city of Sun Prairie to lay the groundwork for this planning project. Together, we will study the needs of children in our area, ascertain if and how these needs can be met with an alternative television programming service, research the technical and political aspects of interconnecting the various cable television systems in this area, design a studio facility, and examine the financial requirements of setting up an alternative children's television service.

## TIMETABLE

**August**

Hold meetings of government agencies which would logically be involved in a project of this type.

Hold planning meetings with key advisors in this locality.

Contact engineering experts regarding technical requirements of interconnect.

Arrange for legal counsel.

Begin literature search.

Consult with Core Committee.

Develop promotional and explanatory materials.

**September**

Hire engineering consultant to research technical aspects of interconnecting the existing cable system in Dane County.

Continue planning session with government agencies and key advisors.

Continue consultation with Core Committee.

Hire consultant and begin to design instrument to ascertain children's needs and preferences..

Work on promotional and explanatory materials.

**October**

Write 3-month report.

Begin consultation with production experts.

Complete promotion and explanatory materials.

Attend NAEB Convention.

Consult with Core Committee.

**November**

Continue Core Committee consultation.

Design parameters of ascertainment and solicit bids.

Consult with production experts.

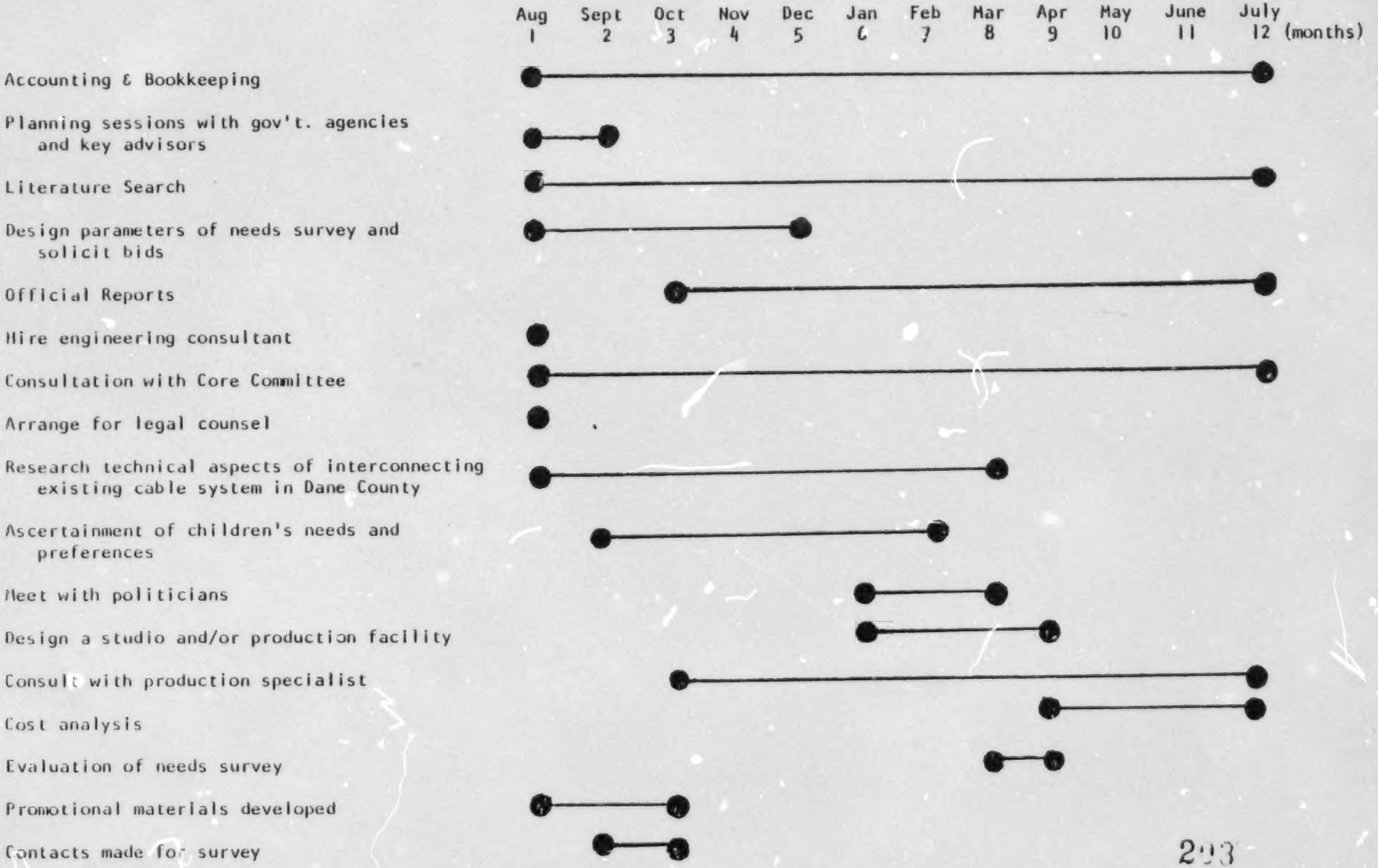
**December**

Hire researcher to design and administer needs documents - 1 for children and 1 (3) for adults.

Make contacts for survey.

| | |
|---|---|
| January | Begin consultation on design of a production facility - choose an expert. |
| | Complete arrangements for administering needs survey. |
| | Begin to administer needs survey. |
| | Meet with politicians. |
| February | Consult with Core Committee - How about a satellite interconnect? |
| | Continue meetings with politicians. |
| | Consult with production designer and engineer. |
| | Complete needs survey. |
| March | Audit books. |
| | Consult with local advisors. |
| | Complete political analysis. |
| | Continue work on studio design. |
| | Continue work on programming availability. |
| | Begin evaluation of needs survey. |
| April | Complete work on design of production facility. |
| | Begin cost analysis. |
| | Complete evaluation of needs survey. |
| May | Begin work on Final Report. |
| | Consult with Core Committee. |
| | Work with production specialist. |
| | Continue cost analysis. |
| June | Write Final Report. |
| July | Complete and submit Final Report. |

TIME LINE


Aug 1
Sept 2
Oct 3
Nov 4
Dec 5
Jan 6
Feb 7
Mar 8
Apr 9
May 10
June 11
July 12 (months)
Accounting & Bookkeeping
Planning sessions with gov't. agencies and key advisors
Literature Search
Design parameters of needs survey and solicit bids
Official Reports
Hire engineering consultant
Consultation with Core Committee
Arrange for legal counsel
Research technical aspects of interconnecting existing cable system in Dane County
Ascertainment of children's needs and preferences
Meet with politicians
Design a studio and/or production facility
Consult with production specialist
Cost analysis
Evaluation of needs survey
Promotional materials developed
Contacts made for survey

## Awarding of Contracts & Completion Dates

Arrange for legal counsel
by August 15

Research technical aspects of interconnecting the cable systems in this area
Award contract by Sept. 1

Ascertainment of children's needs and preferences
Award contract by Dec. 15 — Work completed by March 15.

Consult with production specialist
October 14 - Jan. 1 — Continuing to end of project.

Have needs survey forms printed
January 15

Printing of promotional (explanatory material)
Oct. 30 - Nov. 15

Design a studio and/or production facility
Award contract by Jan. 1 — Work completed by April 1.

Publication of needs survey and design of production facility
May

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

# NEWS RELEASE

SEPTEMBER 15, 1980

CONTACT: MARIELI ROWE
EXECUTIVE DIRECTOR

The American Council for Better Broadcasts was notified recently that it is the recipient of a planning grant awarded by the Public Telecommunications Facilities Division of the National Telecommunications and Information Administration.

Under the terms of this grant ACBB will study the needs of children in the area, ascertain if and how these needs can be met with an alternative television programming service, research the technical and political aspects of interconnecting the various cable television systems in this area, design a studio facility, and examine the financial requirements of setting up an alternative children's television service.

Genevieve Finnigan, President of ACBB said, "We are proud to be the recipient of this grant. As an organization that promotes quality televison programming, we believe that this will make a major contribution towards improving the quality of all children's programming".

###

APPENDIX # 11b

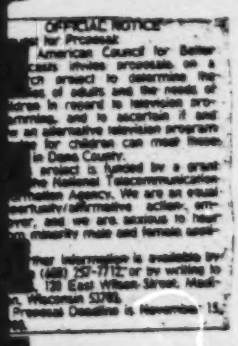
RFP and NEWSPAPER ADVERTISEMENT

#799952

AFFIDAVIT OF PUBLICATION

American Council for Better
Broadcasting
120 E. Wilson St.
Madison, WI 53703

State of Wisconsin)
) S.S.
Milwaukee County )



L. P. Sensenbaugh, Jr. , being duly sworn, says that he is the Controller, (principal clerk) of Newspapers, Inc., publisher of The Milwaukee Journal and the Milwaukee Sentinel, public newspapers of general circulation, printed and published in the city and county of Milwaukee; that a notice, of which the printed one hereto attached is a true copy, was published in The Milwaukee Journal on the Seventh day of November, 1980 and once in each (day) ~~(week)~~ thereafter for a total of 3 successive publishing (days) ~~(weeks)~~; that the date of the last of such publications was the 9th day of November, 1980. That The Milwaukee Journal and Milwaukee Sentinel are newspapers printed in the English language and that said printed copy was taken from said printed newspaper(s).

L. P. Sensenbaugh, Jr.

Subscribed and sworn to before me this 13th day of November A.D., 1980.

NOTARY PUBLIC
DELORES BURACZEWSKI
STATE OF WISCONSIN

Notary Public, Milwaukee County, Wisconsin

My Commission Expires June 12, 1982

M-131

#799952

AFFIDAVIT OF PUBLICATION

American Council for Better
Broadcasting
120 E. Wilson St.
Madison, WI 53703

State of Wisconsin)
) S.S.
Milwaukee County )

L. P. Sensenbaugh, Jr. , being duly sworn, says that he is the Controller, (principal clerk) of Newspapers, Inc., publisher of The Milwaukee Journal and the Milwaukee Sentinel, public newspapers of general circulation, printed and published in the city and county of Milwaukee; that a notice, of which the printed one hereto attached is a true copy, was published in The Milwaukee Sentinel on the Seventh day of November, 1980 and on the Eighth and Tenth days of November, 1980 ~~and on the (day) (week) (month) (year) (day) (week) (month) (year)~~; that the date of the last of such publications was the 10th day of November, 1980. That The Milwaukee Journal and Milwaukee Sentinel are newspapers printed in the English language and that said printed copy was taken from said printed newspaper(s).

OFFICIAL NOTICE
Request for Proposals
American Council for Better Broadcasts invites proposals on a research project to determine the needs of adults and the needs of children in regard to television programming, and to ascertain if and how an alternative television program service for children can meet these needs in Dane County.
This project is funded by a grant from the National Telecommunication Information Agency. We are an equal opportunity/affirmative action employer, and we are anxious to hear from minority male and female applicants.
Further information is available by calling (608) 257-7712, or by writing to ACBB, 120 East Wilson Street, Madison, Wisconsin 53703.
Proposal Deadline is November 15, 1980.

L. P. Sensenbaugh

Subscribed and sworn to before me this 13th day of November A.D., 1980.

NOTARY PUBLIC
DELORES BURACZEWSKI
STATE OF WISCONSIN

Notary Public, Milwaukee County, Wisconsin.

My Commission expires June 12, 1982

PROOF OF PUBLICATION

STATE OF WISCONSIN }
County of Dane } ss.

D. L. Royle, being duly sworn, doth depose and say that he is the publisher of the Sun Prairie Star-Countryman, a newspaper published at the City of Sun Prairie, in the County of Dane, State of Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, was published therein on

November 6, 1980
November 13, 1980
November 20, 1980

(Signed) D. L. Royle
Publisher

Subscribed and sworn to before me this 4 day of December, 1980

Notary Public, Dane County, Wisconsin

My Commission expires April 3, 1983

No. Lines 17 No. Times 3 Affidavit Fees $ 1.00
Printers Fees 17.93
Extra Copies
Total $ 18.93

Received Payment

**Official Publication**

Request for Proposal:

The American Council for Better Broadcasts invites proposals on a research project to determine the priorities of adults and the needs of children in regard to television programming, and to ascertain if and how an alternative television program service for children can meet these needs in Dane County.

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Further information is available by calling (608) 257-7712, or by writing to ACBB, 120 East Wilson Street, Madison, Wisconsin 53703.

Proposal Deadline is November 15, 1980.

AMERICAN COUNCIL FOR BETTER BROADCASTS
120 East Wilson Street, Madison, Wisconsin 53703
Telephone (608) 257-7712

FOUNDED IN 1953

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Proposal Deadline is November 15, 1980.

**Official Publication**

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The American Council for Better Broadcasts invites proposals on a research project to determine the priorities of adults and the needs of children in regard to television programming, and to ascertain if and how an alternative television program service for children can meet these needs in Dane County.
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Proposal Deadline is November 15, 1980.

Sun Prairie Star Countryman
November, 1980

APPENDIX # 11c

CONSULTANT's REPORT

ROLAND E. FENZ
6659 Chilton Court
McLean, Virginia 22101

November 20, 1980

Mrs. Nancy McMahon, Project Director
American Council for Better Broadcasts
120 E. Wilson
Madison, Wisconsin

Dear Nancy:

Enclosed please find a summary report of my visit with you, Marieli and Genevieve, of our interview with Steve Vedro and my review of the study project - its objectives, methods and activity accomplished to date. I hope that the recommendations and review accomplished whatever was necessary for ACBB and you to move ahead with clear sense of purpose and the steps needed yet to finish the project.

Please feel free to call at any time if I can help clarify any particular points or if any stumbling block rears itself in the remaining months of the study. If I can be of any help in reviewing the final report before sending it in, please let me know.

Also attached is a bill for the consulting services. Though I had quoted you a higher figure, it seems that we were able to cover the work with greater dispatch and some time saving. Hence, the lower amount.

Good luck as you all proceed. And, remember, though other information might be available to you from other sources, use your own energies to stay within the boundries of the grant and I believe you should have no troubles completing it as projected.

Sincerely,

Roland E. Fenz
Consultant

Copies:
Mrs. Marieli Rowe, Ex. Dir., ACBB
Ms. Genevieve Finnigan, President, ACBB

When in doubt, ask yourselves, "...is it within the boundries of the study project as defined by the grant...."

If I seem to make too strong a point on this, it is only because there are so many very close side issues which look as if they "could be" part of the project or "ought to be" part of the project. Do the project as is first - then add on if there is time and subject matter proven of importance. That means at the present time, don't spend much time concerned with interesting projects such as the Minneapolis Hospital, the possibility of a low powered UHF station, or even trying to find organizations which might be interested in low powered UHF. There isn't time for all.

A. Study the needs of children in our area and ascertain if and how these needs can be met. These two steps seem to be in place or planned to the point that I can offer little. I am recommending only that perhaps the key people to the future of KIDS 4 be interviewed by key ACBB leaders rather than the contracted researcher. I also suggest considering taking a production crew from KIDS 4 on these special occasions so that "the mayor, the publisher etc..." have a chance to be exposed to the KIDS in action and to treat the study with thoughtful responses.

B. Research the technical and political aspects of interconnecting the various cable television systems in area. After our meeting with Steve Vedro, this part of the study dealing with the engineering aspects seems clearly in control and I would expect first rate material from Steve. Our discussion with him also covered some of the political realities in some of the smaller communities concerning support from school boards etc.

C. Design a studio facility. After much discussion in this area, it seems logical to me that the size of this studio should be limited to that which would be necessary or desirable in Madison or Monona or elsewhere as the producing center for Dane County oriented cable extension - not an all purpose facility which could be used for low powered UHF, national production potential etc. I believe you could get this designer to "estimate" rough figures of what would be needed to upgrade the proposed local cable producing studio referred to in the study proposal.

D. Examine the financial requirements of setting up an alternative children's television service. To complete this area, it was suggested bringing in Aida Barrera or some one similar. That's possible though it is also possible that if what is wanted in the area of estimated production costs could be well thought out in advance, securing this information via phone might be possible. What I am suggesting is that if you determine in advance how many hours per week per year you wanted produce and how mobile you want to be, what type of equipment you would probably have etc., given a few days to give it thought might allow her to do it from her home or office as opposed to flying in. On the other hand, if you need her to help determine programming (and outline a year's program schedule as the basis for estimating production costs) and need to think this all through with her instead of ourselves, they you might have to bring her in. It was a thought of how you might save dollars.

Nancy will recall my discussing the advisability of getting some response re "who is going to pay for all this?" from those same people being interviewed on needs and visability. Obviously, sources include the public via gifts or memberships, the cable companies, city councils, corporations and foundations, pay channel etc. The inquiry would cover two types of funds....capital and operating. I realize that according to the NTIA grant descriptions, one could possibly complete the necessary work without much in this area. Yet, that's really part of what this is all about. What good is all of the planning etc. if it does not answer the $64,000 question.

Remember, also, several other suggestions. Someplace along the line open some conversations with the Friends of 21 as well as with WHA itself. Put together a good sales package on a matching grant idea with ATC - via Dick Holcomb. Keep alert as to what happens with the media access center in case the city does not give $$$$$.

Finally, Give serious thought to the best way to have impact on those being interviewed. In addition to finding out what you want to find out, tell and sell KIDS 4. Have the kids tape the key interviews. Maybe set up a luncheon (box or hamburgers from McDonald's) for all school librarians and hold an open discussion with them and have it all taped! Have the kids tape the crew that produces the city council in Madison. Tape an interview with the Governor!...all that publicity in the process of getting information. (While you're with the governor, ask him for some pilot project funds.) I'm sure there are other ideas. In fact, you might have the development committee develop some fund raising effort around an event which brings you both information and visibility. YOU SELL and THEY TELL!

APPENDIX # 11d

INTERIM REPORT

American Council for Better Broadcasts

KIDS-4 Quarterly Report

(covering the months of 8-80 through 10-80)

I. Summary

During this quarter numerous meetings were held with people who would logically be involved in a project of this nature. Various funding mechanisms for the future of KIDS-4 were explored. A new group of children were chosen for KIDS-4 and their training in production and programming began. Volunteers were recruited. A review of the pertinent literature was begun. The advice of experts in related fields was sought.

II. Administration

The printing of the KIDS-4 brochure, the KIDS-4 Rationale, and the purchase of office supplies was authorized.

Letters to public officials explaining the project were developed and sent. A press list for Dane County was compiled and a press release announcing the NTIA grant was sent.

The Project Director, Nancy McMahon, began an investigation to identify possible minority and female contractors. A request for proposal in regards to the needs survey was developed and circulated. The deadline for submission of proposals is November 15.

David Walsh was retained as legal counsel.

Nancy McMahon met with Adolph Koenig of NTIA in Washington to discuss planning, procedures, resources and documentation of personnel.

The Future of Telecommunications Conference in St. Paul, Minnesota was attended by Nancy McMahon. It provided an opportunity for an update on current thinking by the participants.

She had the opportunity to compare notes with Larry Johnson, who operates a small closed circuit channel for patients at Minneapolis Children's Health Center and Abbott-Northwestern Hospital. Much of the content of his service is tailored personally to the individuals involved. Patient Viewers can invent and/or help host call-in shows for other patients to play. They can interview their own teddy bear on TV (from the room via a call-in phone) or they can run the TV camera often with their IV machine plugged intc the same outlet as the studio lights!

Marieli Rowe, Executive Director of ACBB, and Genevieve Finnigan, President of ACBB, sat in on a discussion with Elizabeth Young, President of PSSC, regarding the development of KIDS-4. She recommended a number of people to contact and suggested talking to PBS regarding the possibility of an interconnect to discuss the development of programming produced by children.

III. Advisors

A meeting was held in the ACBB office to explain the project and to discuss the possible strategies (steps to be taken?) to be used in the exploration regarding the desirability for the extension of KIDS-4 to the rest of Dane County. Present were:

Tony Moe, of the Educational Communications Board for the State of Wisconsin.

David Walsh, Attorney.

Steve Vedro, researcher for WHA-TV's Cable project which is funded by CPB.

Genevieve Finnigan, President of ACBB.

Paul Whiting, Education Committee-ACBB; Media Teacher.

Rosemary Lehman, Chairperson of the Monona Cable Commission.

Nancy McMahon

Carl Kucharski, Executive Director of the Madison Area Access Center.

Byron Reeves, researcher.

Dave Devereaux-Weber, Complete Channel TV; and Steve Siehr.

Marieli Rowe, Executive Director-ACBB.

A. J. Hancock, Member of KIDS-4 National Advisory Board; Member of Madison Cable Regulatory Board.

Barry Orten, UW-Extension.

Jessie McCanse, KIDS-4 National Advisory Board.

Margie Nicholson, Viking Media Associates.

One of the things they told us was that they believed that the Time Line should be adjusted. It was felt that meetings with politicians should take place much earlier in the project and that research regarding technical aspects of interconnection would likely take the length of the project.

Nancy McMahon hosted the September meeting of the Advisory Group for "Checking It Out," a bilingual program for teenagers which is being produced by the Southwest Center for Educational Television. Included in the group were Aida Barrera, Louis Barbash, and Evelyn Kaye, who are members of the KIDS-4 national Advisory Board. They visited the KIDS-4 Studio where Ms. Barrera and Ms. Kaye were interviewed by some of the children. Also included in the group were Dr. Rosa Inclan, Miami-Dade County Schools; Hector Aponte Sr., of LULAC, New York City and his son Hector Aponte, Jr.; Raul Roncero, Miami, Florida; Katrina Sarson, Trenton, New Jersey; Maruca Cotera, Austin, Texas; and Ilene Guthrie of SWECT.

Other visitors to the KIDS-4 Studio who have been asked to offer suggestions regarding the project were J. Michael Collins, Manager of WNED-TV in Buffalo, New York; and Robert Ellis, Manager of KAET, Tempe, Arizona, both members of the PBS Board.

Warren Bechtal and John Price of WHA-TV have also visited the studio and been given updates on KIDS-4.

Presentation of the KIDS-4 Project by Nancy McMahon and Bob Rodriguez have been made before the following groups:

National Association of Educational Broadcasters at their annual meeting in Las Vegas.

American Council for Better Broadcasts Annual Conference at the Annenberg School of Communications in Los Angeles.

Northeastern Wisconsin In-School Telecommunications in Green Bay, Wisconsin.

CESSA 15, Southwestern Educational Communication Service, Madison, Wisconsin.

University of Wisconsin-Stout at Menomonie, Wisconsin.

IV. Funding

There have been discussions regarding the possible donation of equipment with representatives of American Family Insurance Co. This request is still pending.

A donation of 26 half-hour programs from the Latham Foundation was received. We are still seeking funding for tape and technician time which will enable us to take advantage of this gift.

Margie Nicholson, of Viking Media Associates, has been helping in the continuing effort to seek outside funding for KIDS-4. She is currently working with Nancy McMahon on proposals to McDonald's and the Wisconsin Arts Board.

A joint proposal by KIDS-4 and the Sun Prairie Historical Library to have the children produce a program on places of historical interest in Sun Prairie has been funded by the National Endowment for the Humanities in the amount of $5,000. Work on this project is just beginning.

Nancy McMahon has discussed the possible donation of equipment with the local CBS outlet. The exploration of outside funding for KIDS-4 is a continuing activity.

V. Engineering

After several discussions with Steve Vedro of WHA-TV, a decision was made to participate in the WHA-CPB engineering study which is being done by Don Borchert. This will avoid duplication of effort and stretch our limited budget.

That engineering report is due in December.

VI. KIDS-4

Robert Rodriguez has responsibility for production training and Nancy McMahon advises and works closely with the Programming Committee.

Twenty children were chosen for production purposes and another twelve were named to the Programming Committee. The children were given a series of workshops to familiarize them with the equipment and job descriptions involved in the project. Training is an ongoing activity.

A meeting was held with the parents to explain the project and answer questions.

A beginning program schedule was developed using "Nickolodeon" from Warner Cable (a donation from Viking Media Associates) and various programs that were available on loan from other sources, as well as material that the children developed themselves. The preview of available programming continues to be a regular activity.

They are currently producing, locally, introductions for "Rebop," a weekly "KIDS-4 NEWS," and the pilot of a program called "KIDS CAN COOK TOO."

The recuitment of volunteers to work with the children is a continuing endeavor.

The biggest frustration for everyone has been the lack of adequate equipment to get the job done. The creativity exhibited by the children has been exciting.

APPENDIX # 11e

ECB AUTHORIZATION

AUTHORIZATION, WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

Excerpted from the Minutes of the Educational Communications Board (State of Wisconsin) meeting September 12, 1980, at the State Capitol, Madison, Wisconsin:

FACILITIES COMMITTEE REPORT

Section F

NTIA GRANTS:

4. Cable Channel 4 in Sun Prairie. This group has been granted $16,000 to provide children's programming on Channel 4 on the Sun Prairie, Wisconsin CATV System.

--Cable Channel 4 in Sun Prairie. Mr. Norton (Paul N. Norton, Deputy Director, ECB) explained that this group has been granted $16,000 for a cable channel for children's programs. It will provide children's programming on the Sun Prairie, Wisconsin, CATV system.

Mr. Beyl moved, seconded by Mr. Mosely, that the Board accept the facilities Committee report. The motion was carried.